



Visit Lake Charles 2026

Resident Sentiment

Table of Contents

- 3. Project Overview and Methodology
- 8. Key Findings
- 12. Overall Sentiment About Tourism
- 16. Tourism Development and Growth
- 21. Tourism Promotion
- 24. Economy
- 29. Tourism Employment
- 32. Quality of Life
- 37. Environment
- 41. Involvement/Engagement with Tourism
- 46. What Residents Don't Know
- 53. Respondent Demographics
- 59. Appendix: 2024 vs. 2026
- 72. Appendix: Regional and US Benchmarks



Project Overview and Methodology



Who We Are

Longwoods International History

Established in 1978 as a market research consultancy, Longwoods International is a premier market research firm that is a respected leader within the travel and tourism industry.

With headquarters in Columbus, Ohio and Toronto, Ontario and with offices across the U.S., Longwoods conducts strategic market research for public- and private-sector clients throughout North America, Europe and the Pacific Rim.

Longwoods International works with over 150 Destinations and Brands.

Destination Marketing Research Services

Longwoods is known for a multitude of destination marketing services, most notably:

- Overnight and day visitor profiles through **Travel USA**.
- **Return on Investment** of advertising campaigns.
- **Brand Health and Image Assessment** research provides insights into how travelers view leisure travel destinations, and measures advertising impact on a destination's image.
- **"Halo Effect"** of tourism advertising on a destination's image for broader economic development objectives.
- **Resident sentiment research**, which investigates both practical and emerging concerns among residents in a destination regarding tourism.

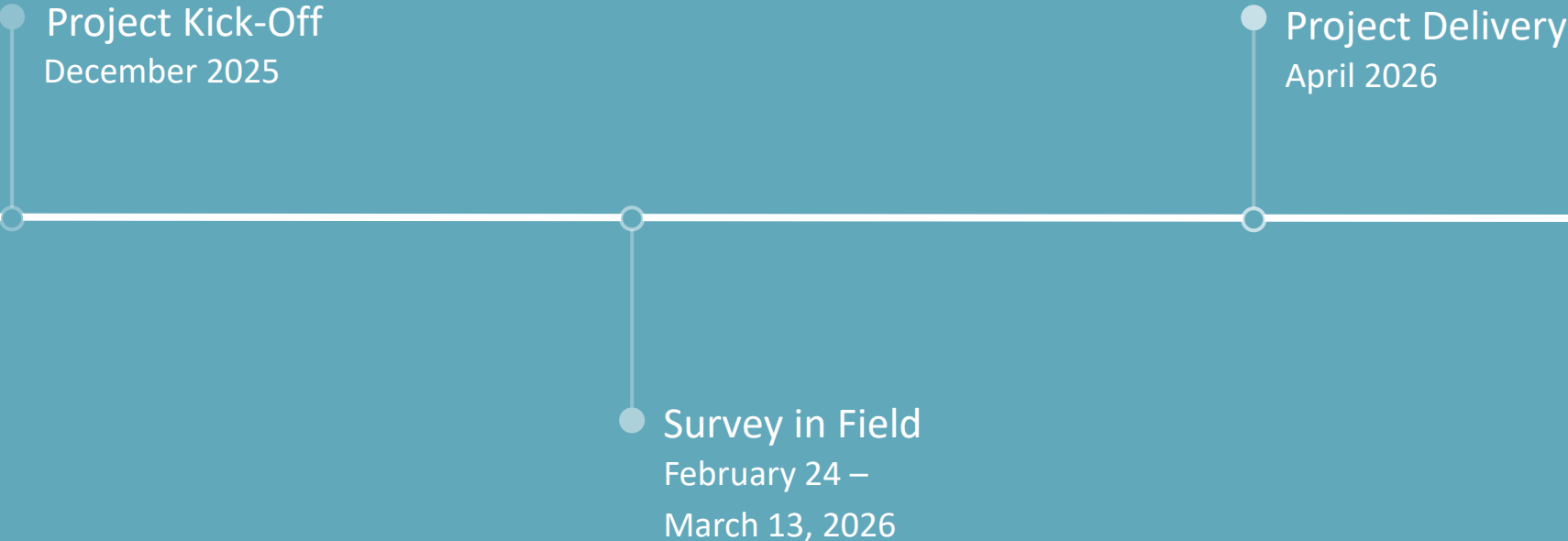
Longwoods International: The Gold Standard

Soundly grounded in scientific principles, our research methodologies have been peer-reviewed, intensely scrutinized by legislators and the media, and critically evaluated by academics and economists. Our scientific integrity has been recognized with numerous Best Practice awards, as well as invitations for speaking engagements across North America.

With the acquisition of **Clarity of Place**, **Longwoods** now also offers cutting-edge approaches to help destinations evaluate the alignment of the needs of visitors with those of residents, the community capacity for destination growth, the health of their brand, and their ability to remain competitive.

Visit Lake Charles 2026

Resident Sentiment Project Timeline



Research Overview and Methodology

Resident Sentiment

Research Overview

Longwoods International's Resident Sentiment Research looks at both current and emerging sentiments towards tourism to help destination organizations keep their finger on the pulse of how residents feel about tourism in their communities. This study provides insights into residents' perceptions of tourism, both positive and negative, in areas including:

- Development and Growth
- Tourism Promotion
- Economy
- Tourism Employment
- Quality of Life
- Environment
- Resident Involvement/Engagement

Survey Methodology

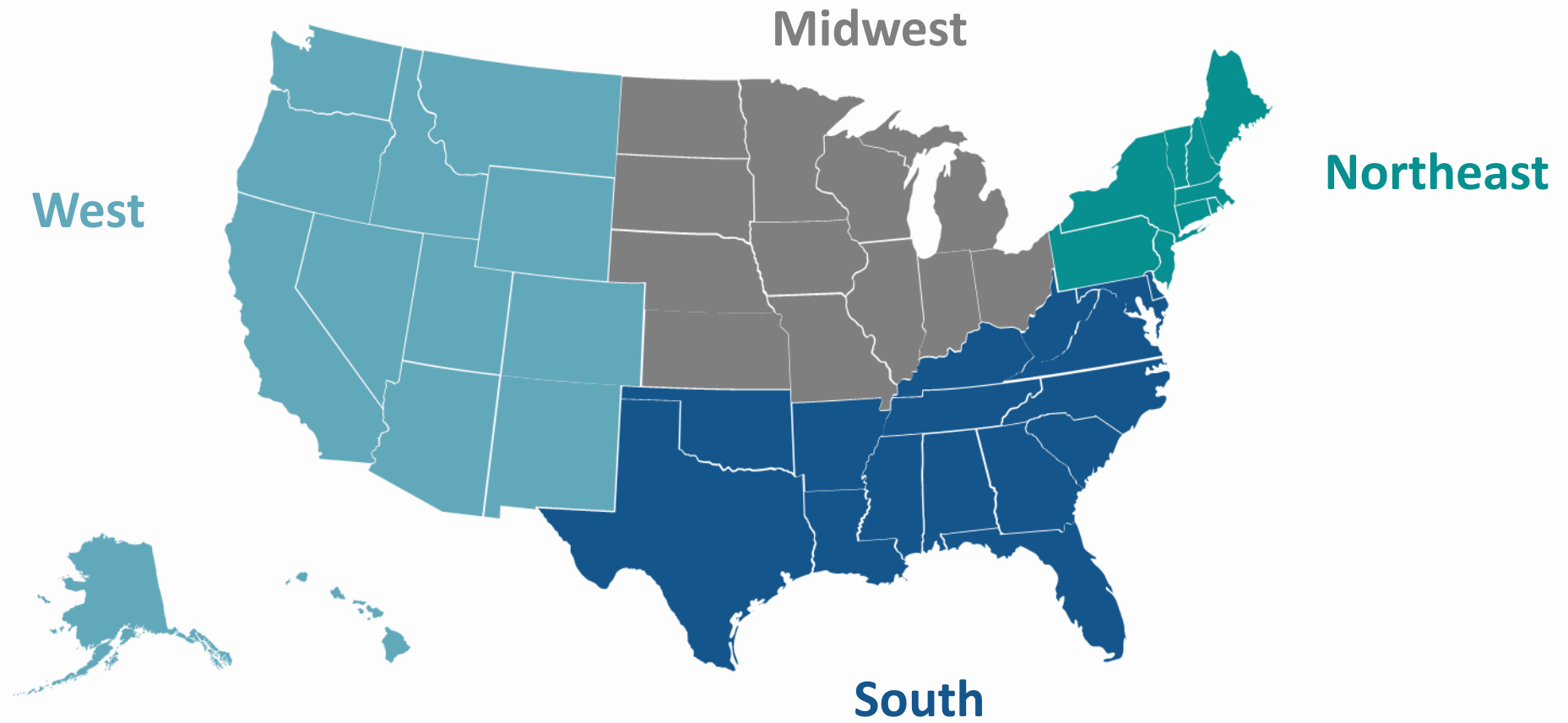
A self-completion survey was completed by 673 adults (18 years and older) residing in Southwest Louisiana (Calcasieu Parish and Cameron Parish).

Fieldwork was completed between February 24 – March 13, 2026.

Visit Lake Charles, along with their community partners, distributed the survey via social media and other distribution channels. One gift card package (two \$75 gift cards to local restaurants) was offered as an incentive to participate in the survey. Respondents provided their email address to enter the drawing.

A separate national study was conducted in July 2025, which provides regional and national norms against which Visit Lake Charles' results are compared.

Regions





Key Findings



Key Findings Summary



Overall Sentiment About Tourism

- 91% agree that overall tourism is good for their local area and 78% feel their local area benefits from a strong tourism industry
- 64% believe the local area is doing a good job balancing resident quality of life and visitor satisfaction
- 58% agree the local area is accessible to tourists with disabilities



Tourism Promotion

- 76% agree hotel occupancy taxes should be used to support and fund the local area and tourism promotion
- 74% like the way local tourism advertising represents their home, above regional and U.S. norms in the mid-50s
- 71% feel tourism marketing reflects the diversity of the local area, up 9-points from 62% in 2024



Tourism Development and Growth

- Support for tourism growth is extremely high: 91% believe tourism should be encouraged, and 90% support tourism growth in general
- 86% would like to see more tourists coming to the local area
- 35% believe residents are consulted when major tourism development occurs, up from 29% in 2024 but still a minority view



Economy

- 80% agree tourism encourages investment in the local economy, and 79% say tourism is important to the local economy
- 71% feel tourism attracts new businesses to the area, and 62% say tourism attracts new residents
- Only 20% say their household standard of living is higher because of visitor spending, while about half disagree, suggesting the benefits are seen as communal rather than personal

Key Findings Summary (Cont'd)



Tourism Employment

- 62% say tourism offers rewarding careers, reflecting a generally positive confidence in tourism as a career field
- 47% would encourage friends and family to work in tourism, with one-third neutral and 20% disagreeing
- 37% see most tourism jobs as low-paying, suggesting a notable, but not dominant, perception challenge



Environment

- 80% agree long-term planning can limit environmental impacts caused by tourism, well above US norms in the low-60s
- 77% believe tourists should be educated on responsible travel and caring for natural areas, reflecting strong support for visitor education
- 61% believe the tourism industry values sustainability and natural resources, an 8-point increase from 53% in 2024



Quality of Life

- 81% agree tourism supports preservation of local culture and protects community authenticity, 23-points greater than the South and US norms
- 61% feel dining opportunities are better because of tourism and 54% say they have more recreational opportunities and things to do



Involvement/Engagement with Tourism

- 84% say they welcome tourists to the area, 25-points higher than South and US norm benchmarks at 59%
- 83% are interested in local tourism news when they come across it, well above US norms in the mid-50s
- 72% look forward to showing off the area when friends and family visit, an 11-point gain from 2024

Next Steps to Consider

Tourism Development



- **Formalize a “Managed Growth” framework** for tourism development by using the very high support for planned and controlled development to define and publicly communicate guiding principles for where, how, and at what pace tourism should grow
- **Build-in resident consultation** with constructing a framework to institutionalize resident input, directly addressing the relatively low percent who feel residents are consulted on major tourism development. Options can include at least one public forum and one digital survey for any project over a set investment threshold

Environmental Stewardship & Sustainable Tourism



- **Use Managed Growth** for long-term planning to explicitly integrate environment criteria into a framework, e.g., siting guidelines that avoid sensitive areas, expectations for green infrastructure, and requirements for mitigation plans on major projects.
- **Develop a recurring content series** that shows visitors what responsible behavior looks like in wetlands, on the water and in neighborhoods, reflecting the 77% of resident who want tourists educated on how to travel responsibly

Tourism Employment & Career Pathways



- **Build visible, structured career pathways** to position Lake Charles as a convener of a tourism talent with major employers (lodging, casinos, attractions, food and beverage) to map out clear entry-to-management pathways in key sectors
- **Encourage partners to formalize tiered roles** (e.g. entry-level, skilled, supervisor, manager) with associated training steps and wage bands, and create a shared narrative that tourism is a place you can start and grow, not just a first job

Resident Ambassador & Tourism Awareness Program



- **Create a resident ambassador program** that equips engaged locals with tourism facts, talking points, and behind-the-scenes access to the local tourism initiatives. Harness extremely high pride and willingness to show off the area by creating a formal ambassador initiative
- **Apply targeted community outreach** through social media and partnerships with high-visibility local organizations to increase awareness

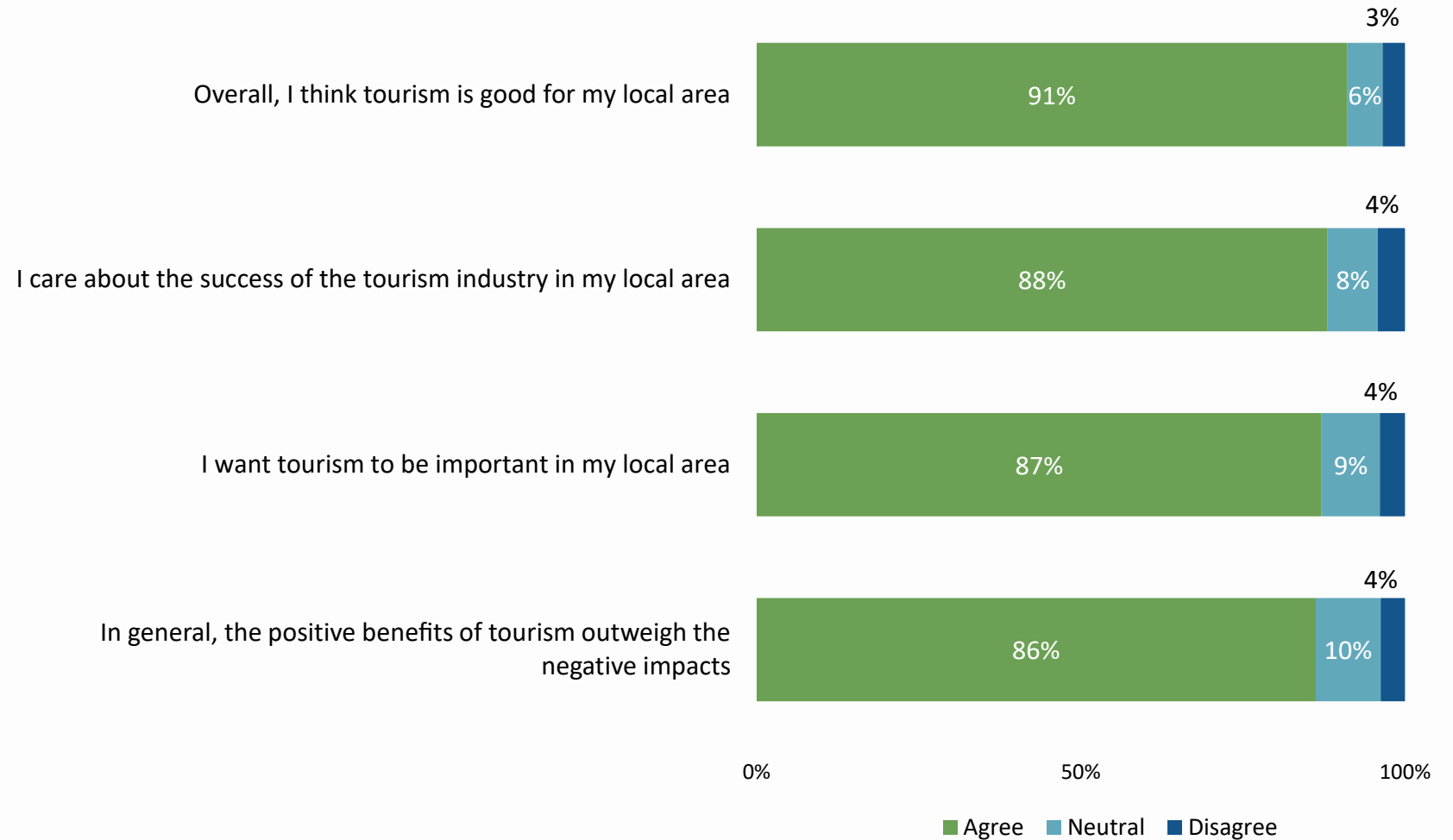
An aerial photograph of a coastline at sunset. The sun is low on the horizon, casting a warm orange glow over the scene. In the foreground, the wing and tail of an airplane are visible, suggesting the view is from a window. The coastline below shows a mix of land and water, with some buildings and rocky outcrops. The sky is a gradient of orange and yellow.

Longwoods
INTERNATIONAL

Overall Sentiment About Tourism

Overall Sentiment About Tourism

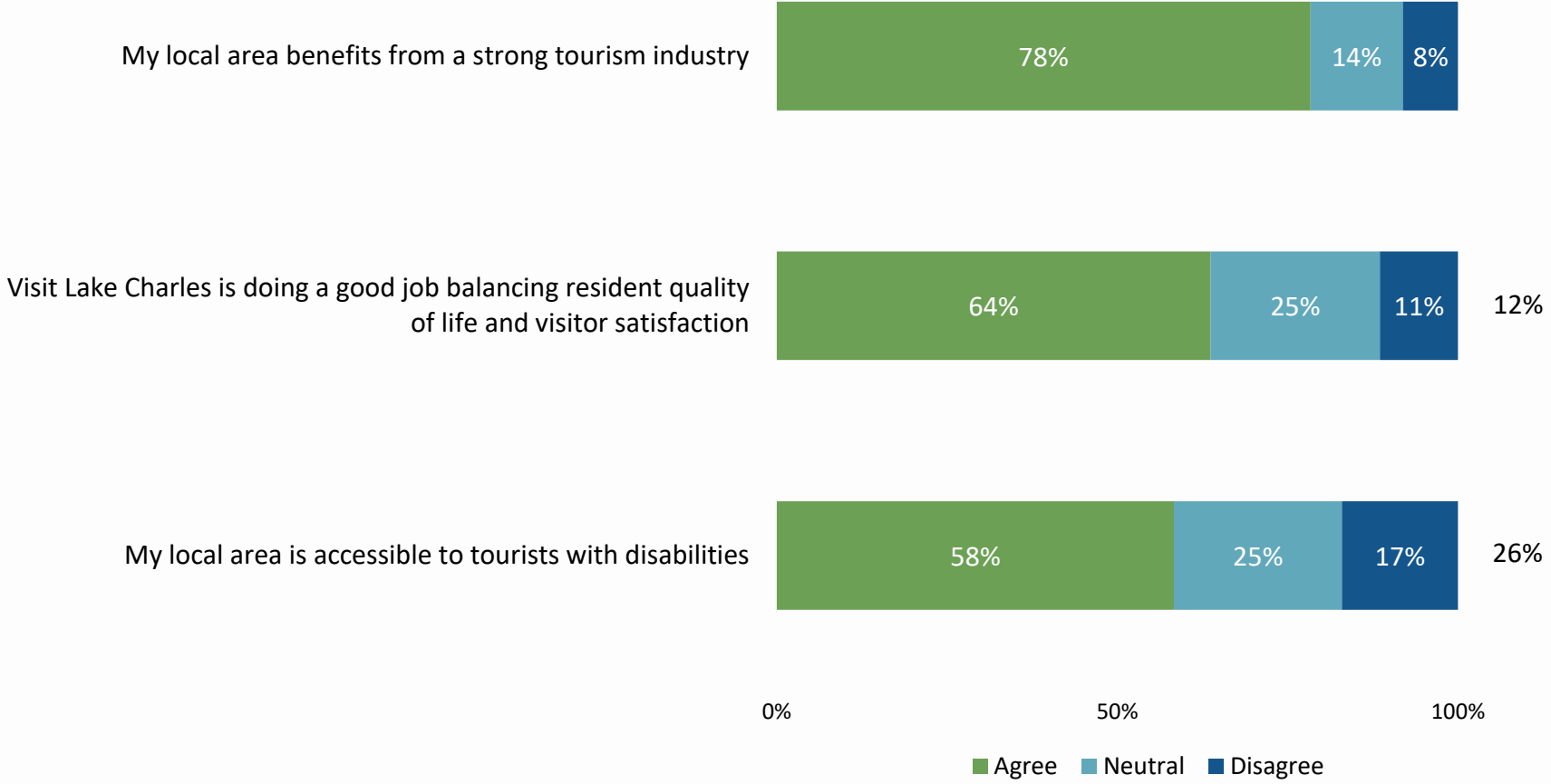
91% agree overall tourism is good for the local area, in line with 2024 (90%). Caring about the success of tourism in the local area and wanting tourism to be important also remain stable vs. 2024. 86% believe the positive benefits of tourism outweigh the negative impacts and 78% agree the area benefits from a strong tourism industry. 64% agree the area does a good job of balancing resident quality of life and satisfaction, while 58% find it is accessible to tourists with disabilities.



Overall Sentiment About Tourism (Cont'd)



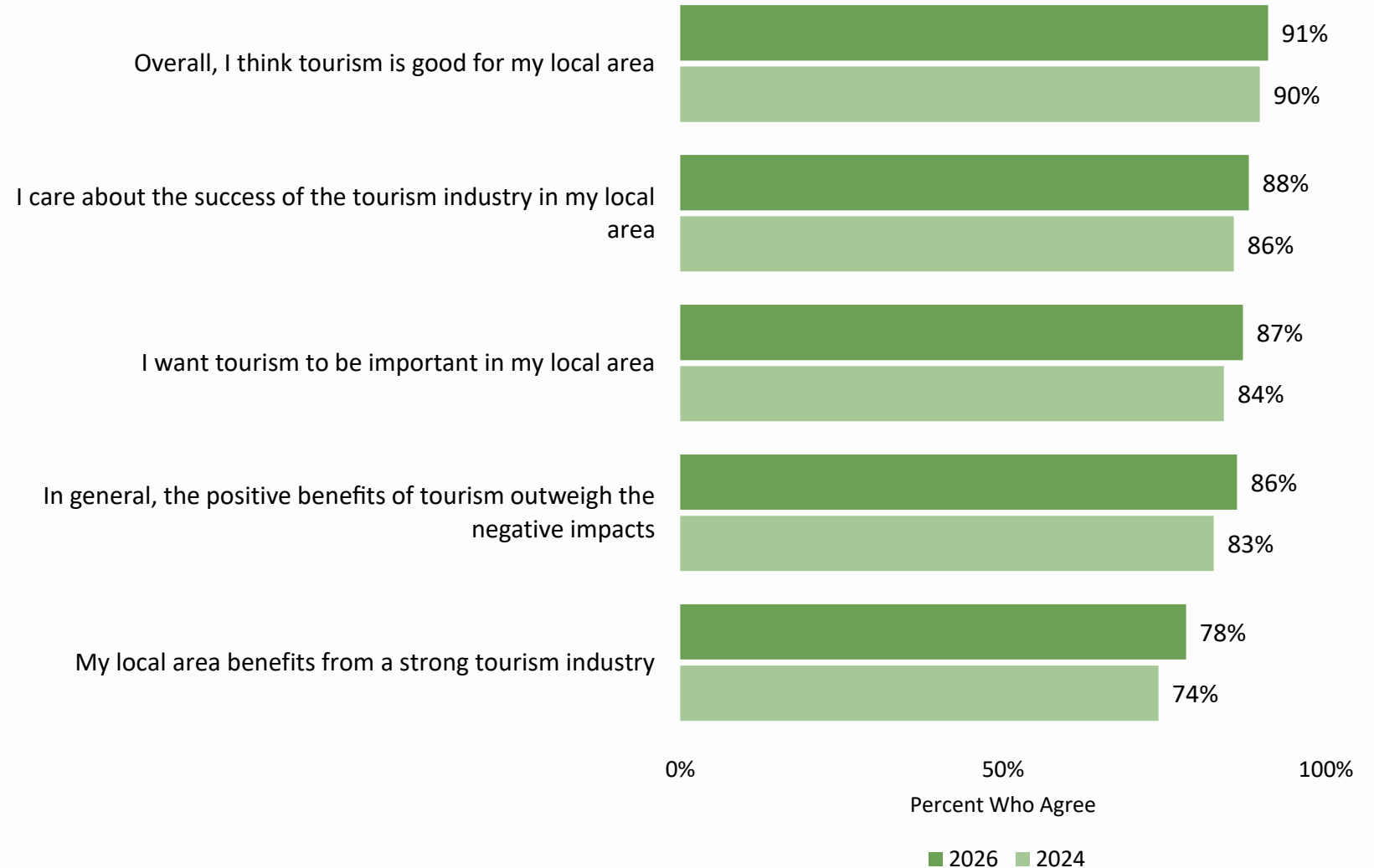
Don't Know



Overall Sentiment About Tourism

2024 vs. 2026

When comparing the 2026 results to 2024, we can see there are no major shifts in overall sentiment about tourism. When comparing results from the South and US norm benchmarks, there is a compelling story of overly positive sentiment about tourism for the area. 88% care about the success of the tourism industry in the local area, this is 27-points higher than the South and US norms. Additionally, 86% agree the positive benefits of tourism outweigh the negative impacts, 21-points higher than the South and US norms.



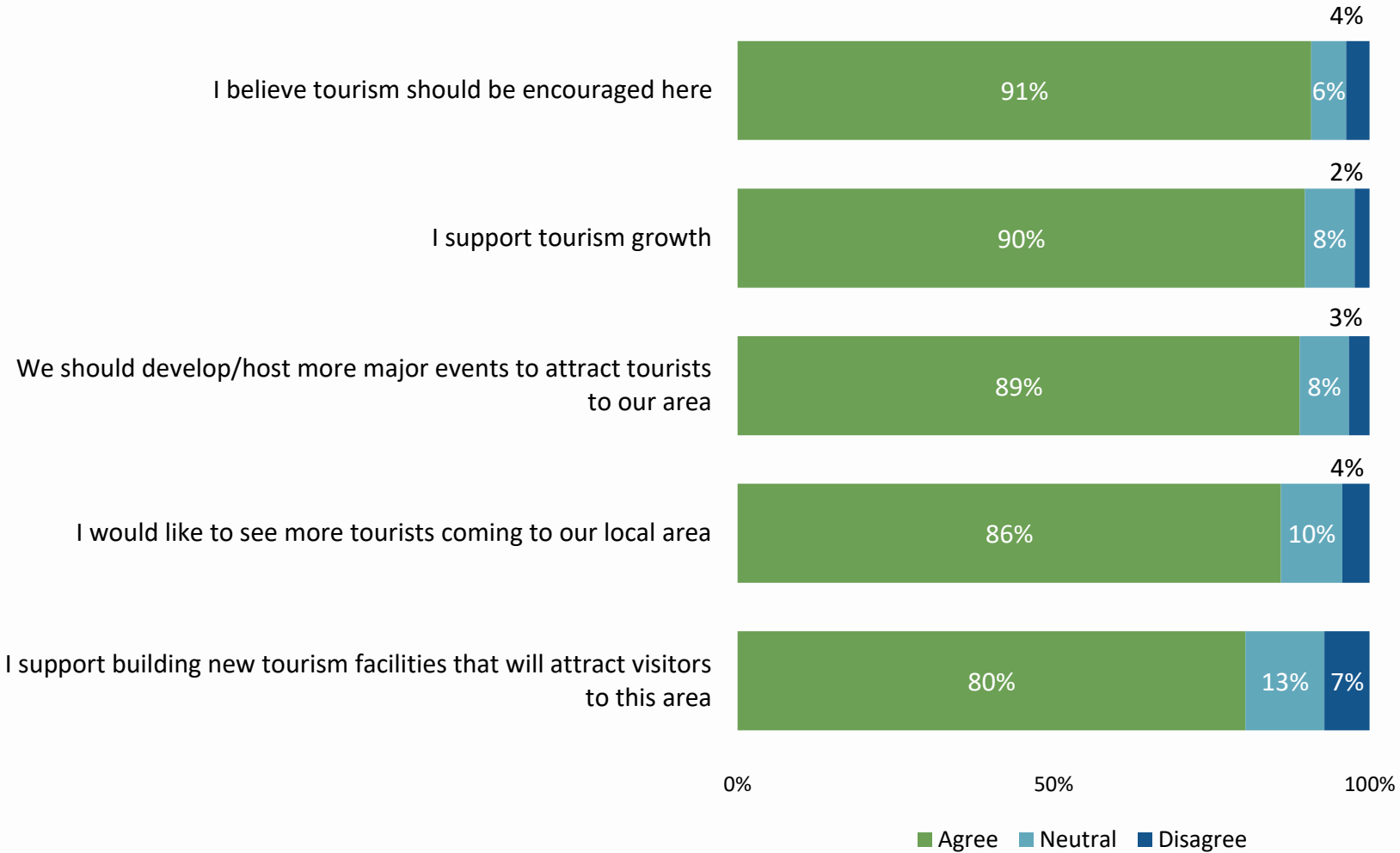


Longwoods
INTERNATIONAL

Tourism Development and Growth

Tourism Development and Growth

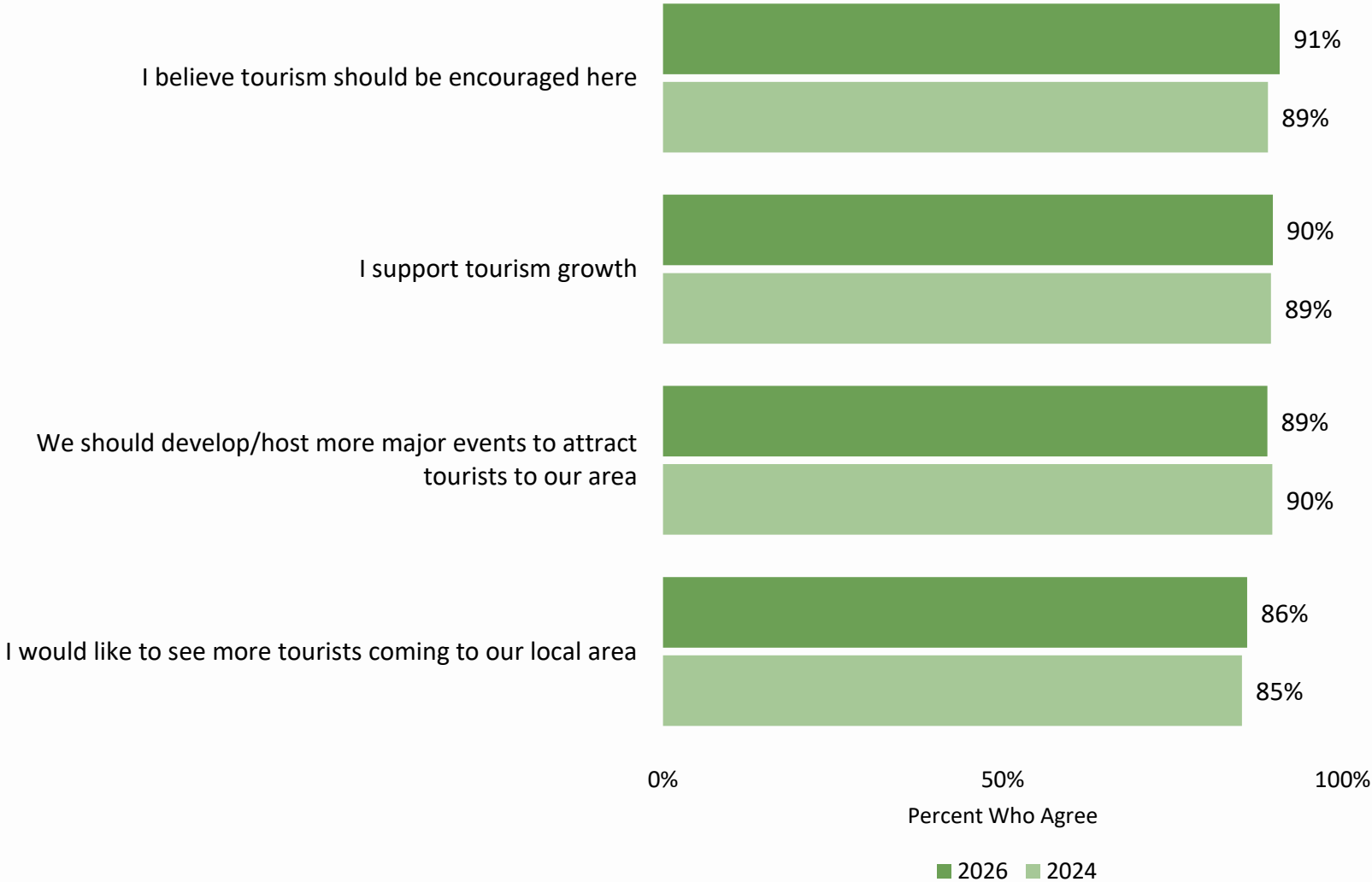
Residents strongly support tourism development when it is approached deliberately. 91% believe tourism should be encouraged, 79% want planned and controlled development, 90% support tourism growth, and 89% favor developing or hosting more major events. 80% support building new tourism facilities to attract visitors. 65% agree Visit Lake Charles is doing a good job managing the pace of tourism development. However, just 35% believe residents are consulted when major tourism development takes place. Indicating residents are supportive of planned and developed growth, but do not feel they're consulted when further development takes place.



Tourism Development and Growth

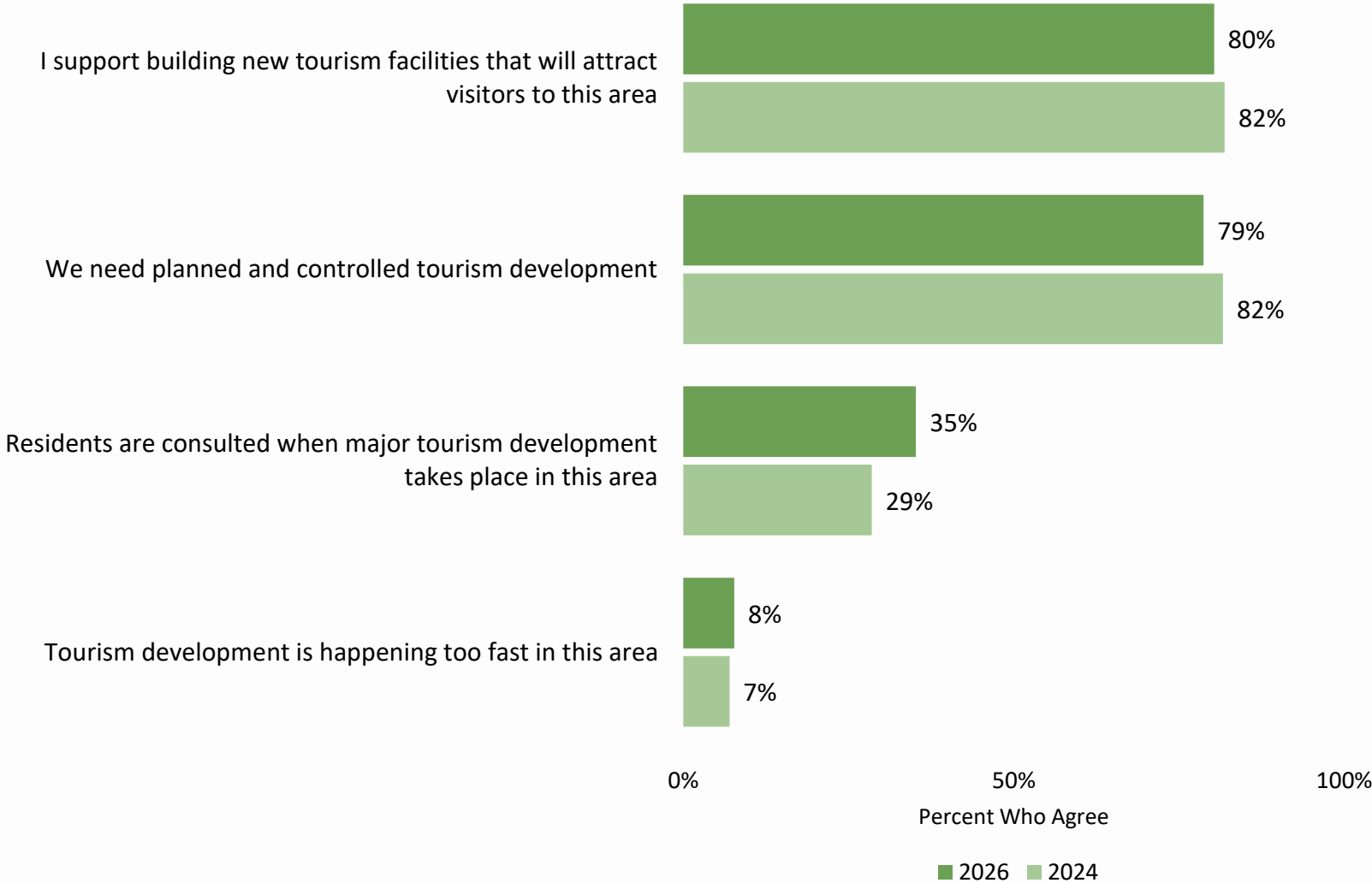
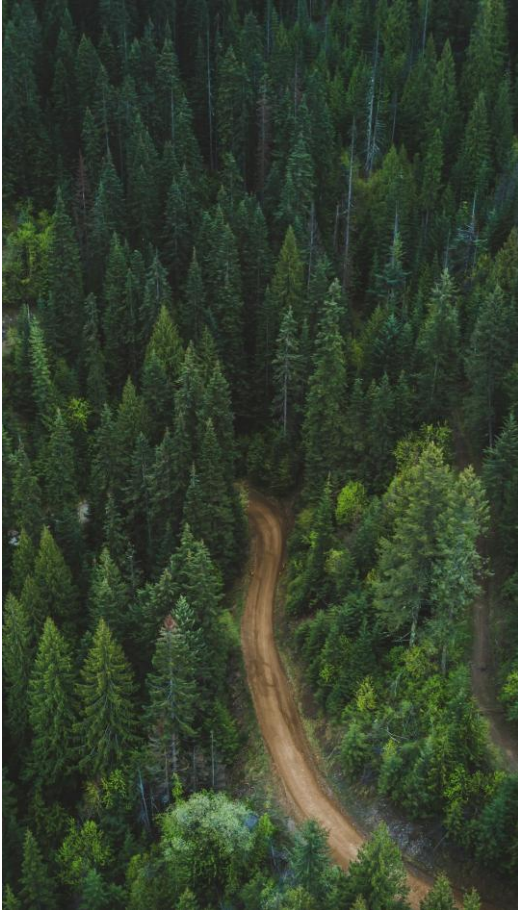
2024 vs. 2026

When comparing the results regarding tourism development and growth to 2024, we see a continuation of similar results. However, there is one statement that significantly improved. When asked if residents are consulted when major tourism development takes place in the area, we see a 7-point increase from 29% in 2024 to 35% in 2026.



Tourism Development and Growth (Cont'd)

2024 vs. 2026



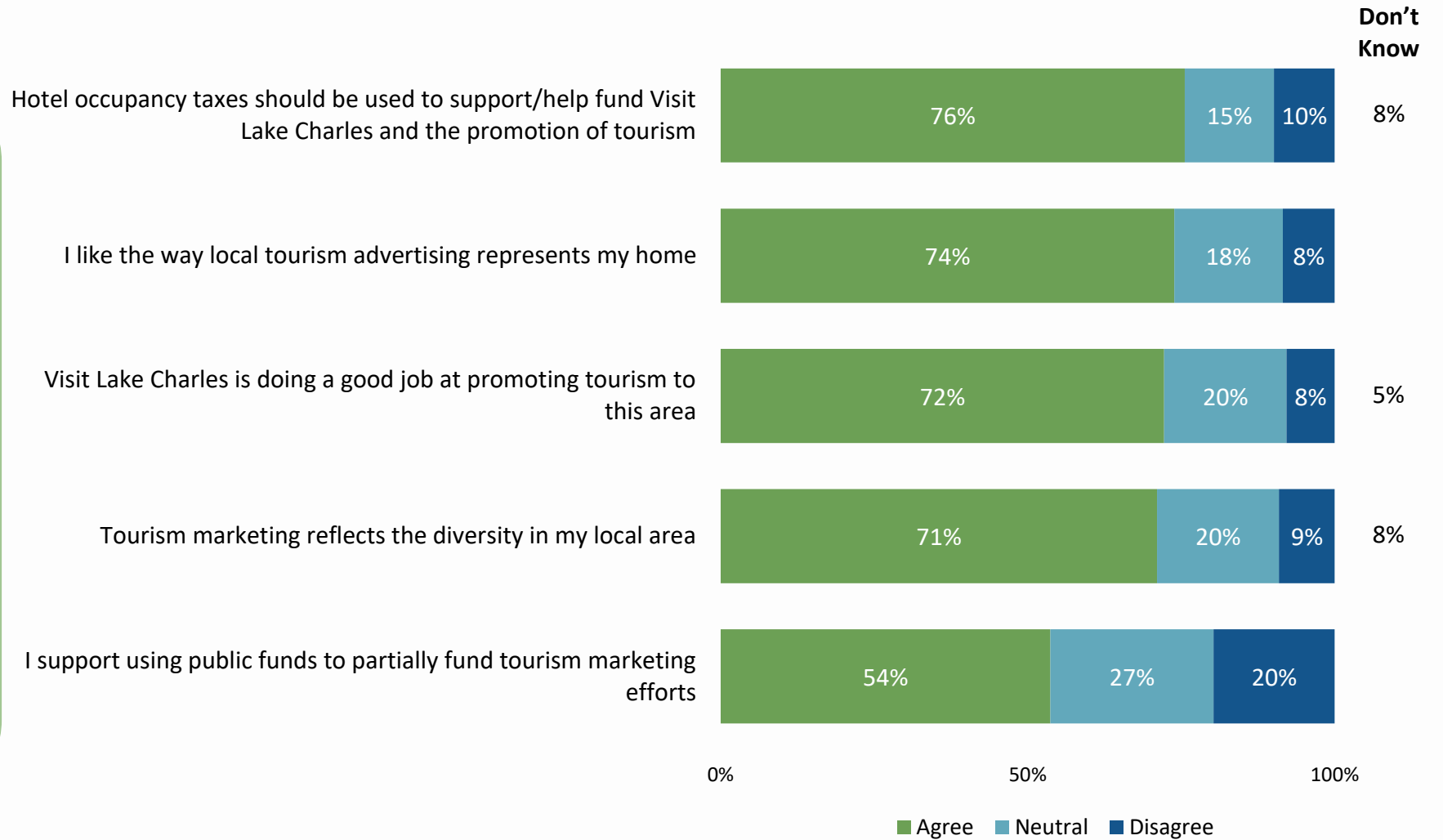
Longwoods
INTERNATIONAL

Tourism Promotion



Tourism Promotion

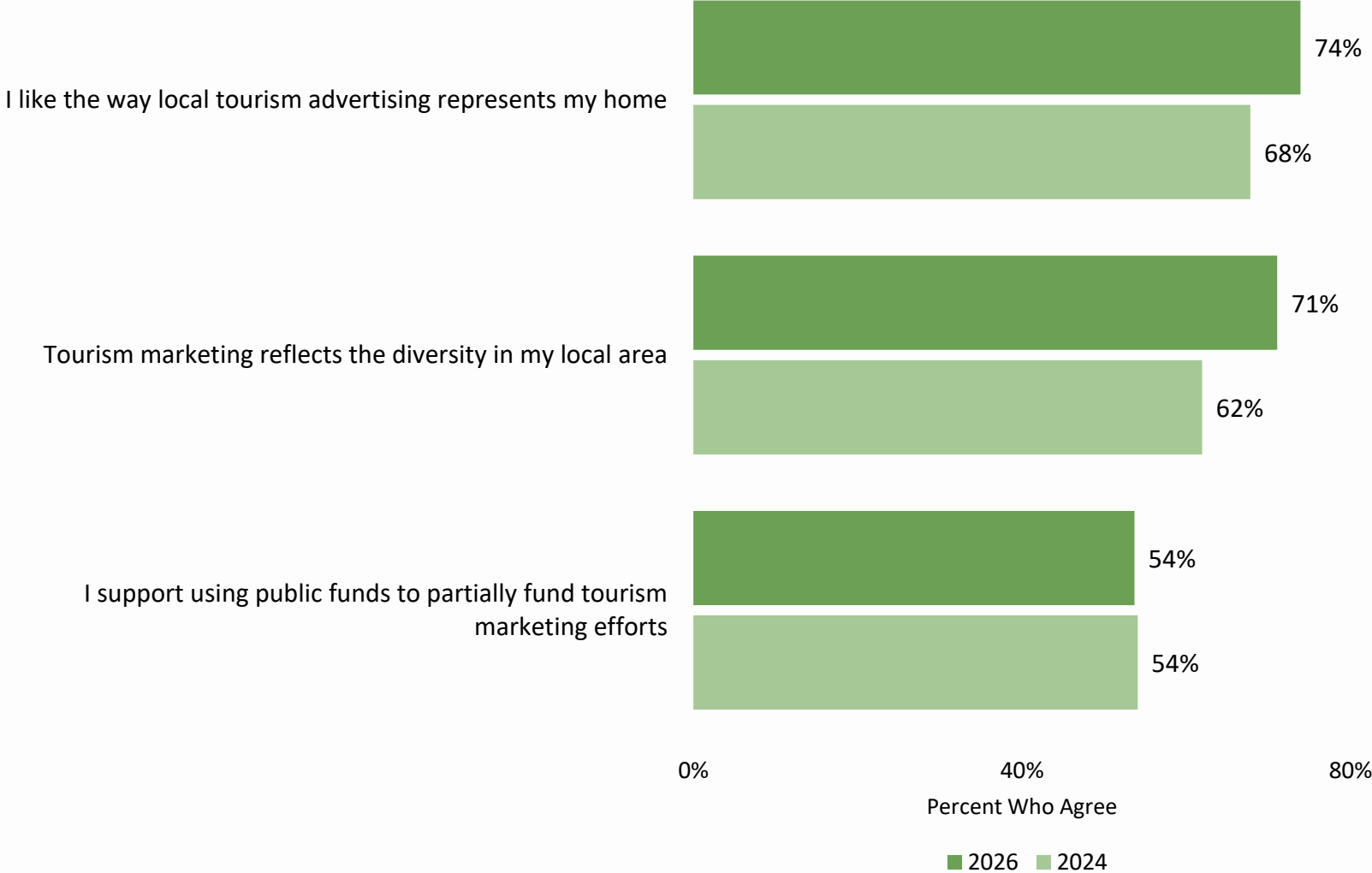
Three quarters (76%) agree that hotel occupancy taxes should be used to support/help fund Visit Lake Charles and the promotion of tourism. 74% like the way local tourism advertising represents their home. 71% agree tourism marketing reflects the diversity in the area. Residents hold mixed views on support for using public funds to partially fund tourism marketing efforts, with 54% agreeing, 27% neutral and 20% who disagree. 72% agree that Visit Lake Charles is doing a good job promoting tourism to the area.



Tourism Promotion

2024 vs. 2026

Compared to 2024 results, we see a 9-point increase in those who believe tourism marketing reflects the diversity in the area at 71%. 74% like the way local tourism advertising represents their home, a 6-point increase vs. 2024. Results from those who support using public funds to partially fund tourism marketing efforts is 54%, this is unchanged vs. 2024.



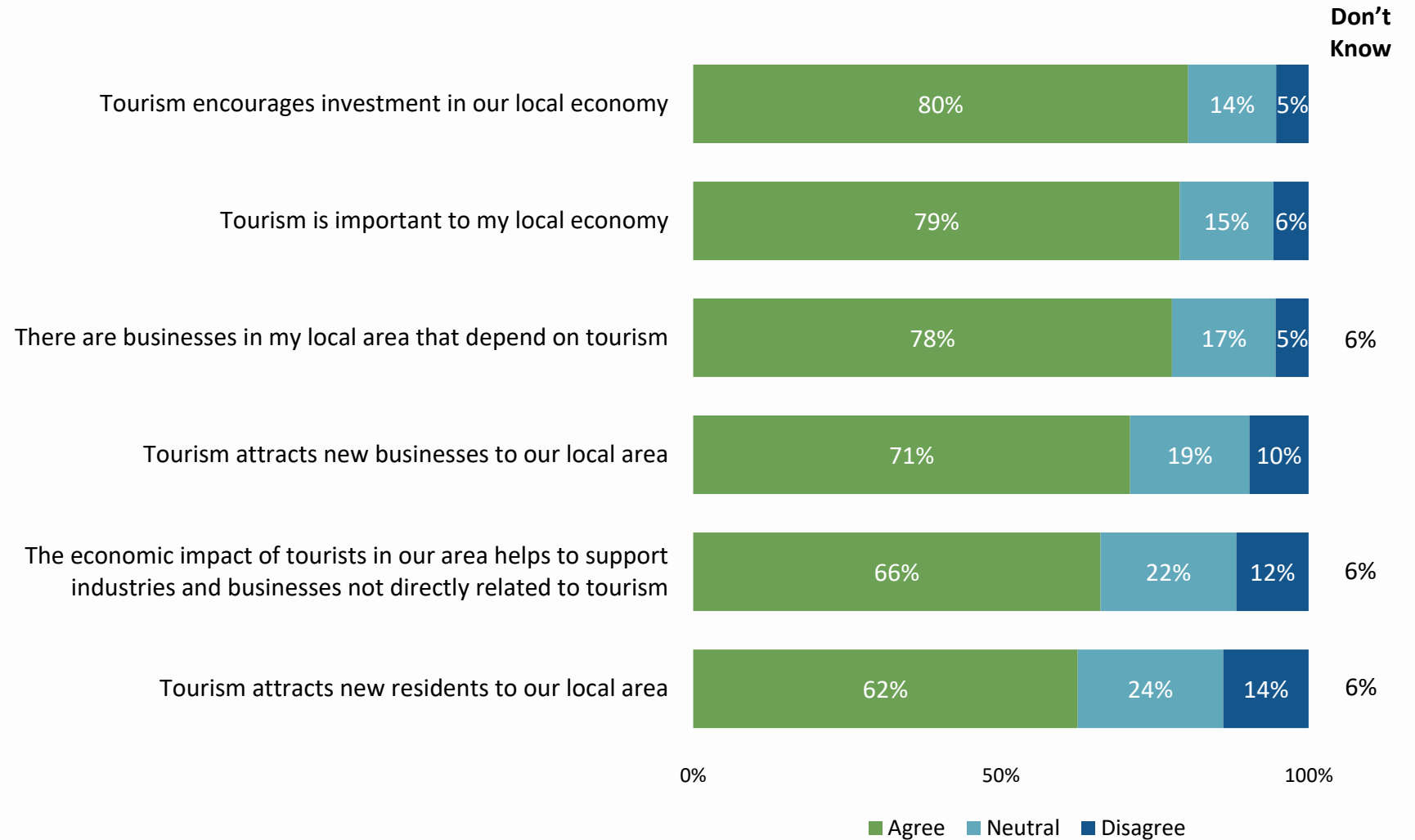
A vibrant street scene in San Francisco, likely Market Street, featuring colorful buildings, pedestrians, and the Transamerica Pyramid in the distance. The street is lined with young trees and flower planters. A large red tulip-shaped light fixture is visible on the right. The sky is blue with scattered clouds.

Longwoods
INTERNATIONAL

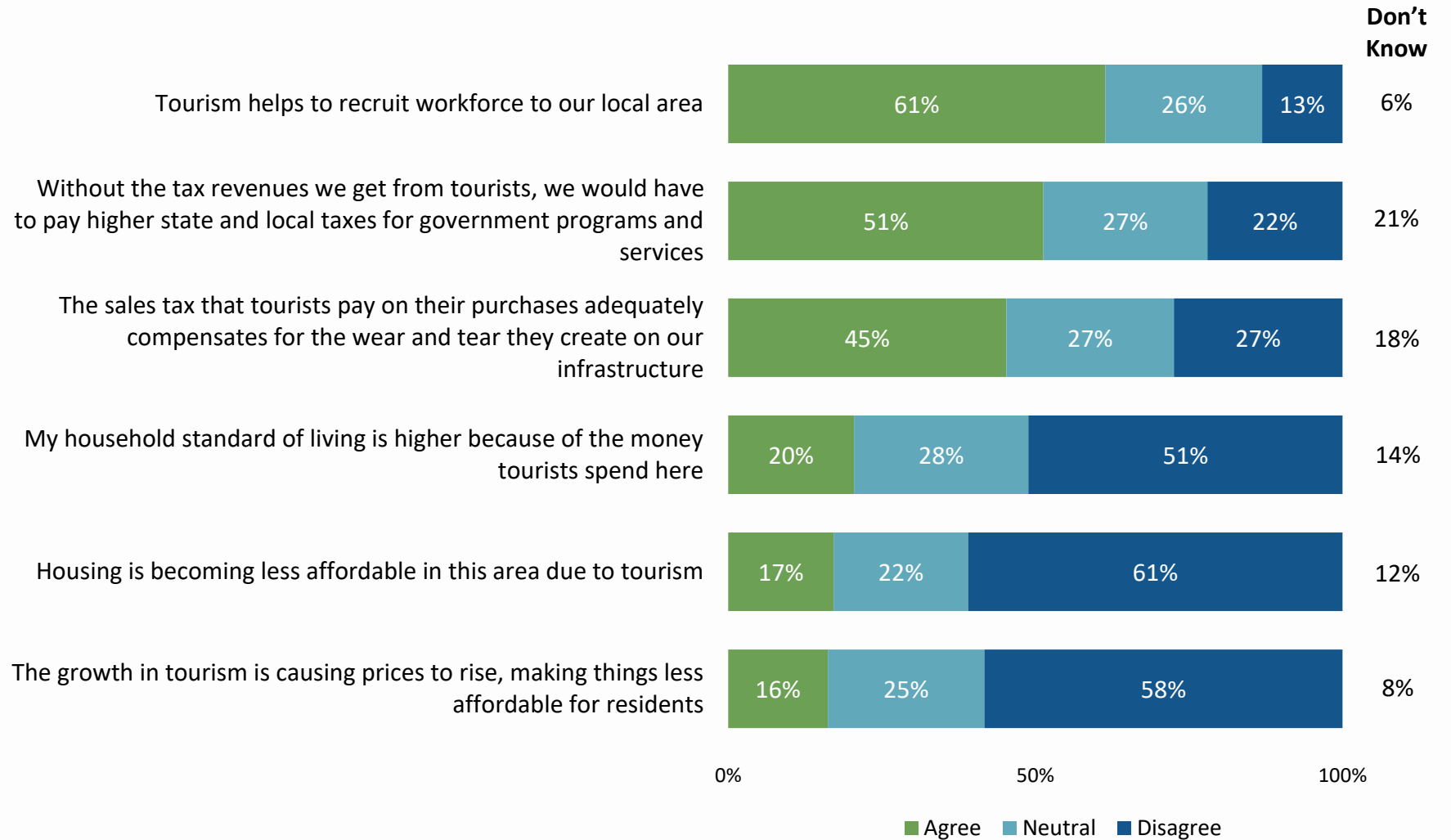
Economy

Economy

Residents strongly recognize tourism's economic contributions. 80% agree it encourages local investment, 66% say it supports industries beyond tourism, and 79% view it as important to the local economy. Many also agree tourism attracts new businesses (71%) and new residents (62%) to the area. Affordability concerns are low, with only 17% saying housing is becoming less affordable due to tourism and 16% saying the growth in tourism is causing prices to rise. 20% say their household standard of living is higher because of tourism spending, with 51% disagreeing.



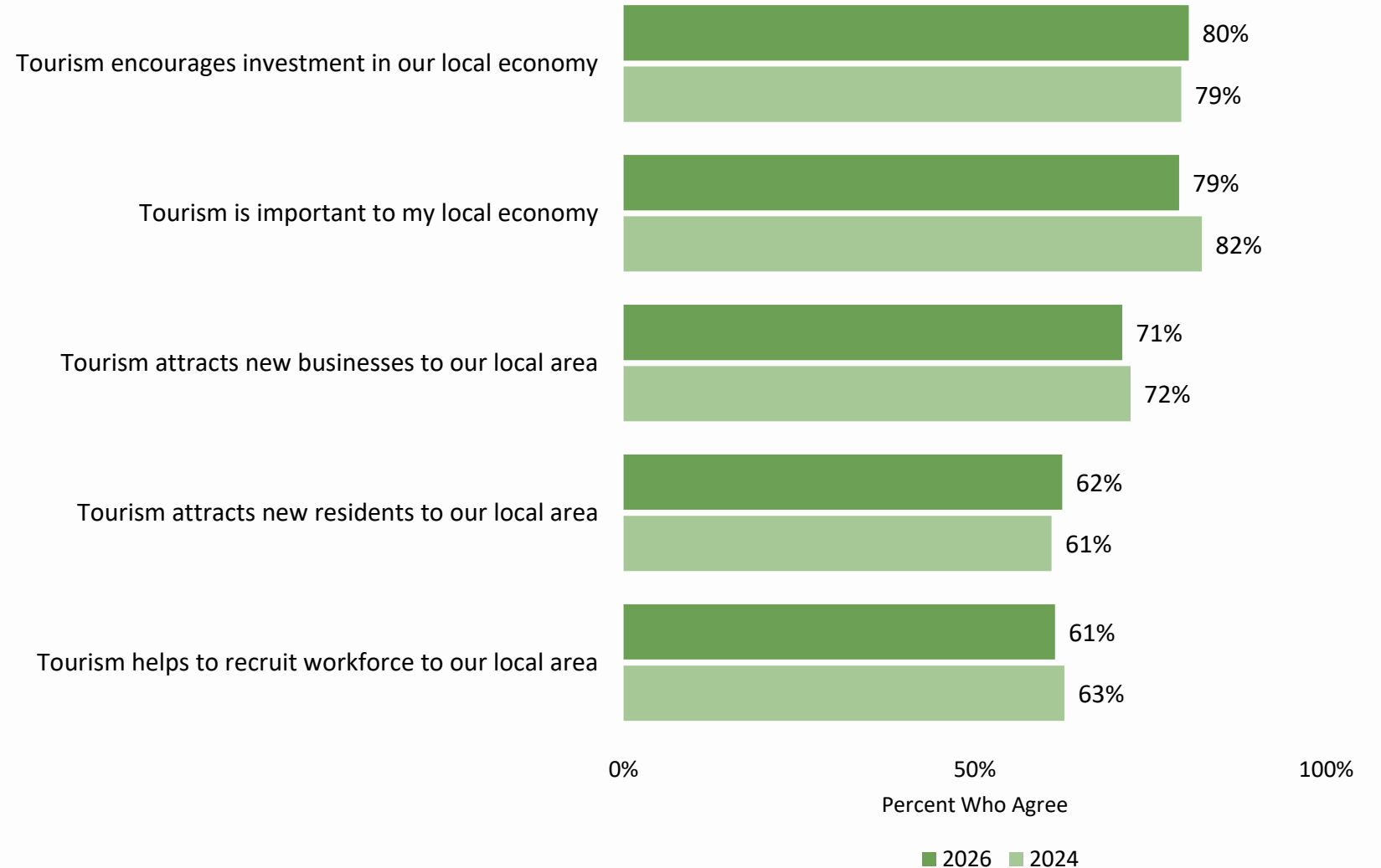
Economy (Cont'd)



Economy

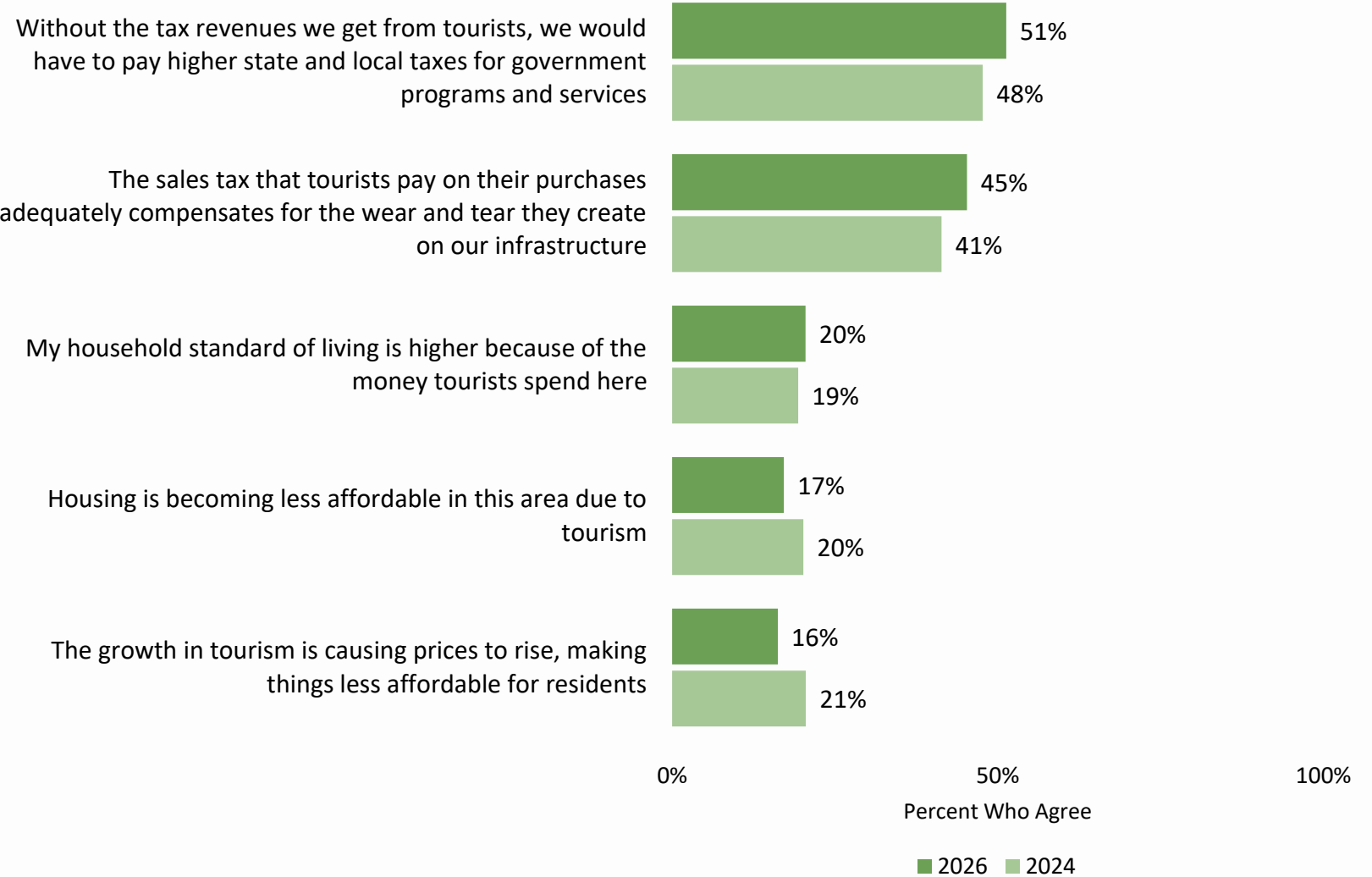
2024 vs. 2026

We don't see significant changes in the results for sentiment on tourism and its economic impacts from 2024. When comparing to South and US norms, we see the greatest lift with 80% of residents agreeing tourism encourages investment in their local economy, 20-points above the South and US norms. There was a 5-point decrease in those who agree that tourism growth is causing prices to rise, making things less affordable for residents.



Economy (Cont'd)

2024 vs. 2026



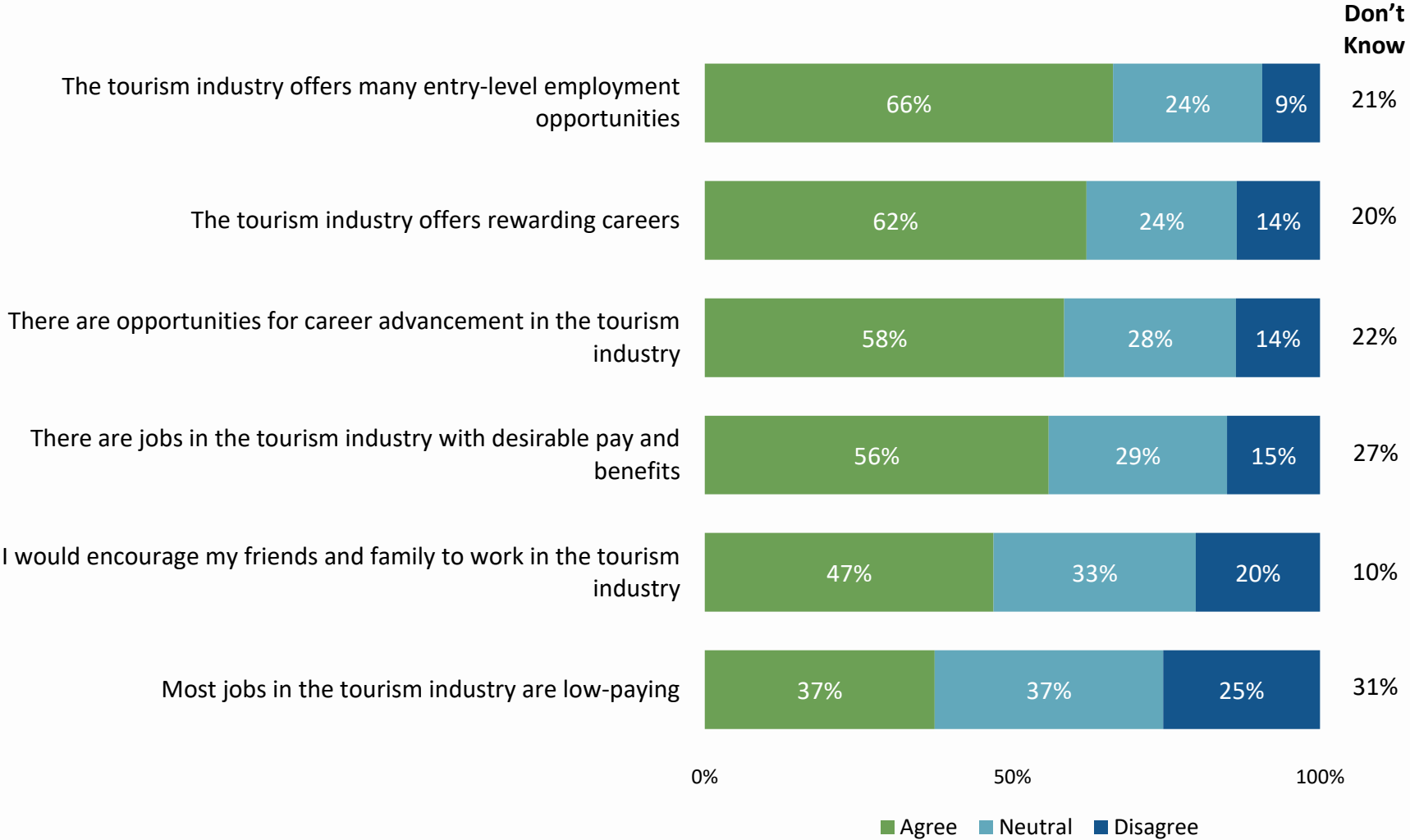
A man in a dark suit, light blue shirt, and red tie is working at a computer in a hotel lobby. He is looking at the screen and has a name tag on his lapel. In the background, a woman in a grey suit is talking on a mobile phone. The lobby has a polished floor, a gold-colored luggage cart, and large windows looking out onto a green area.

Longwoods
INTERNATIONAL

Tourism Employment

Tourism Employment

66% recognize the tourism industry offers many entry-level opportunities, while 37% view tourism jobs as low-paying and seasonal. Perceptions of longer-term career quality are middle of the road. 62% agree tourism offers rewarding careers, 58% see advancement opportunities, and 56% believe desirable pay and benefits exist. 47% would encourage friends and family to work in tourism, with 20% actively disagreeing.



Tourism Employment

2024 vs. 2026

Comparisons on year-over-year results for tourism employment are in line with each other. 58% agree there are opportunities for career advancement, 7-points above the US norm at 51%. The local area falls right in line with the South at 56% of residents agreeing there are jobs in the industry with desirable pay and benefits.

There are opportunities for career advancement in the tourism industry



There are jobs in the tourism industry with desirable pay and benefits



0% 30% 60%

Percent Who Agree

■ 2026 ■ 2024

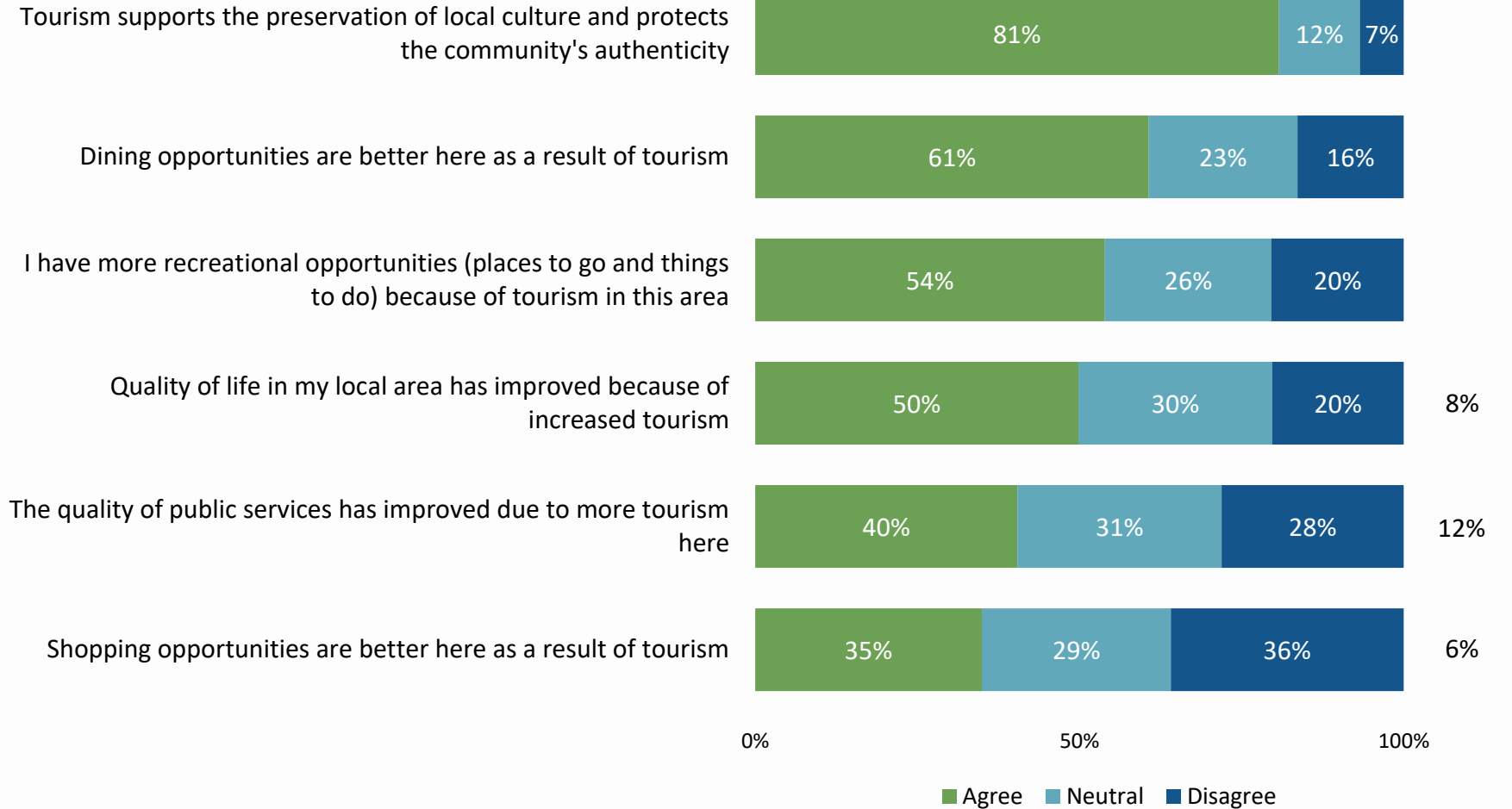


Longwoods
INTERNATIONAL

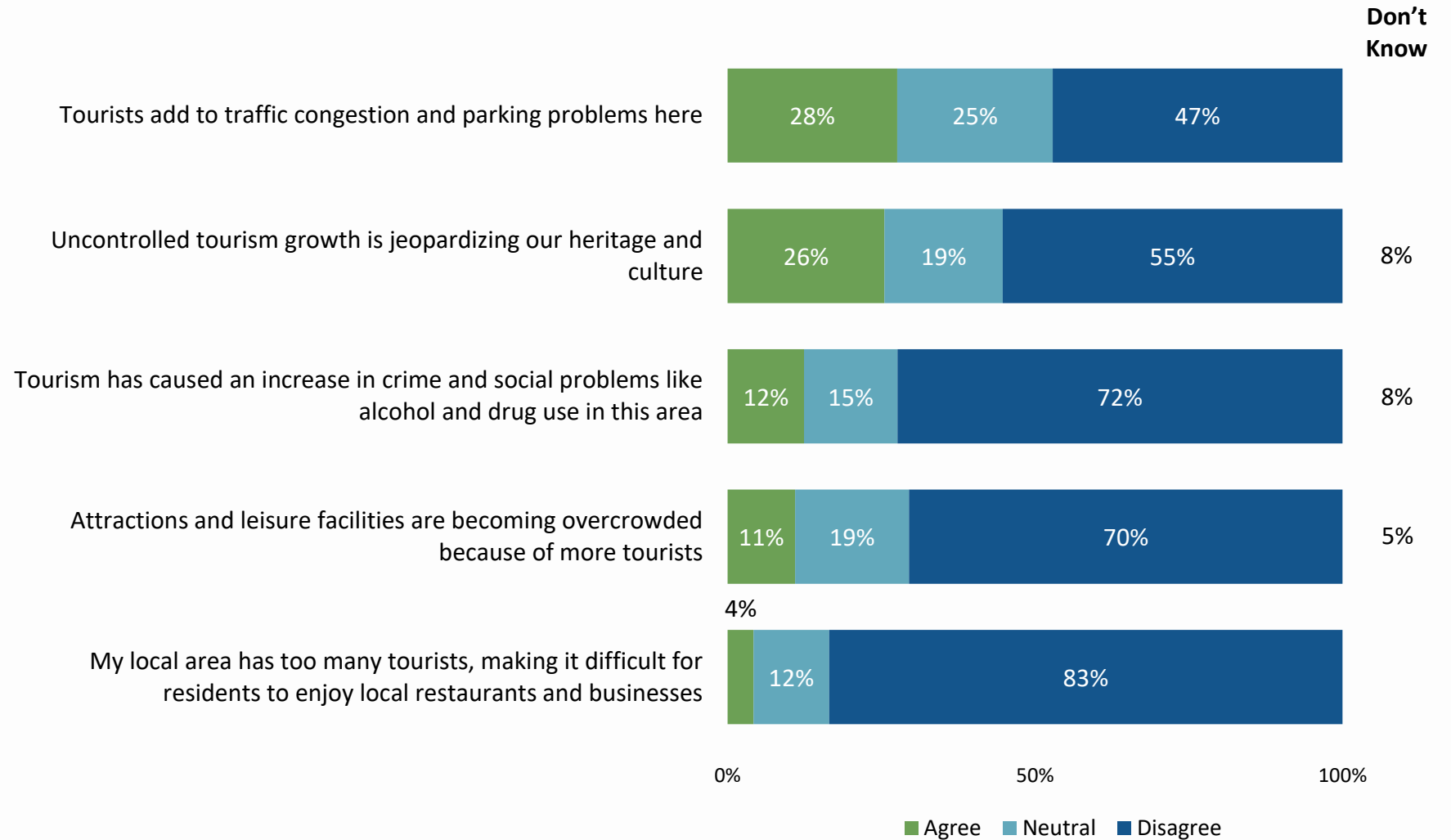
Quality of Life

Quality of Life

81% agree tourism helps preserve local culture and authenticity. Half (50%) agree it has improved the quality of life and 54% see better recreational opportunities. 61% see better dining opportunities and a smaller portion (35%) see better shopping. Negative impacts remain relatively low. 28% say tourists add to traffic and parking problems, 11% say attractions are becoming overcrowded, and 4% feel there are too many tourists to enjoy local restaurants and businesses, with 83% disagreeing. Overall, residents see good quality-of-life benefits from tourism and relatively little day-to-day disruption.



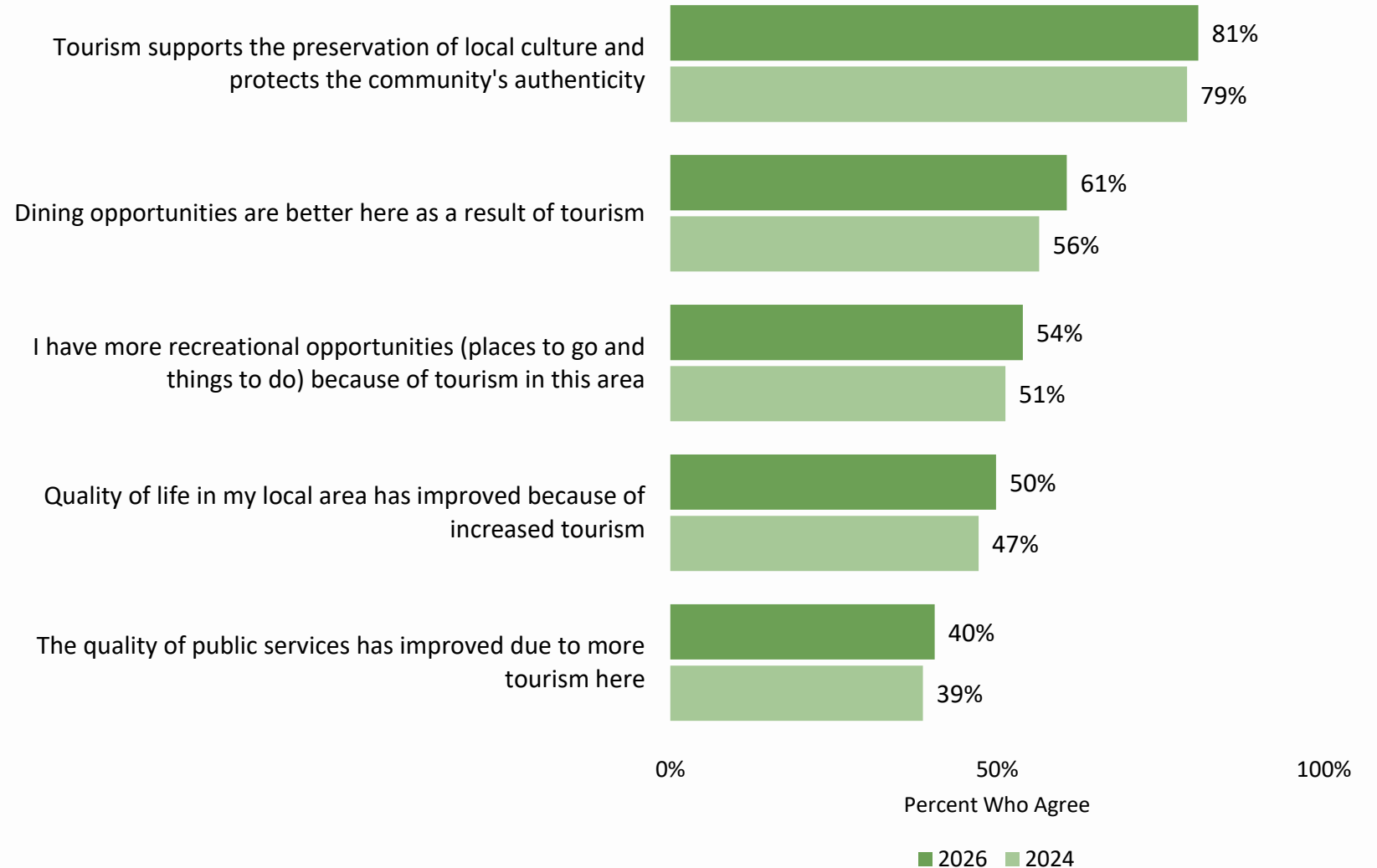
Quality of Life (Cont'd)



Quality of Life

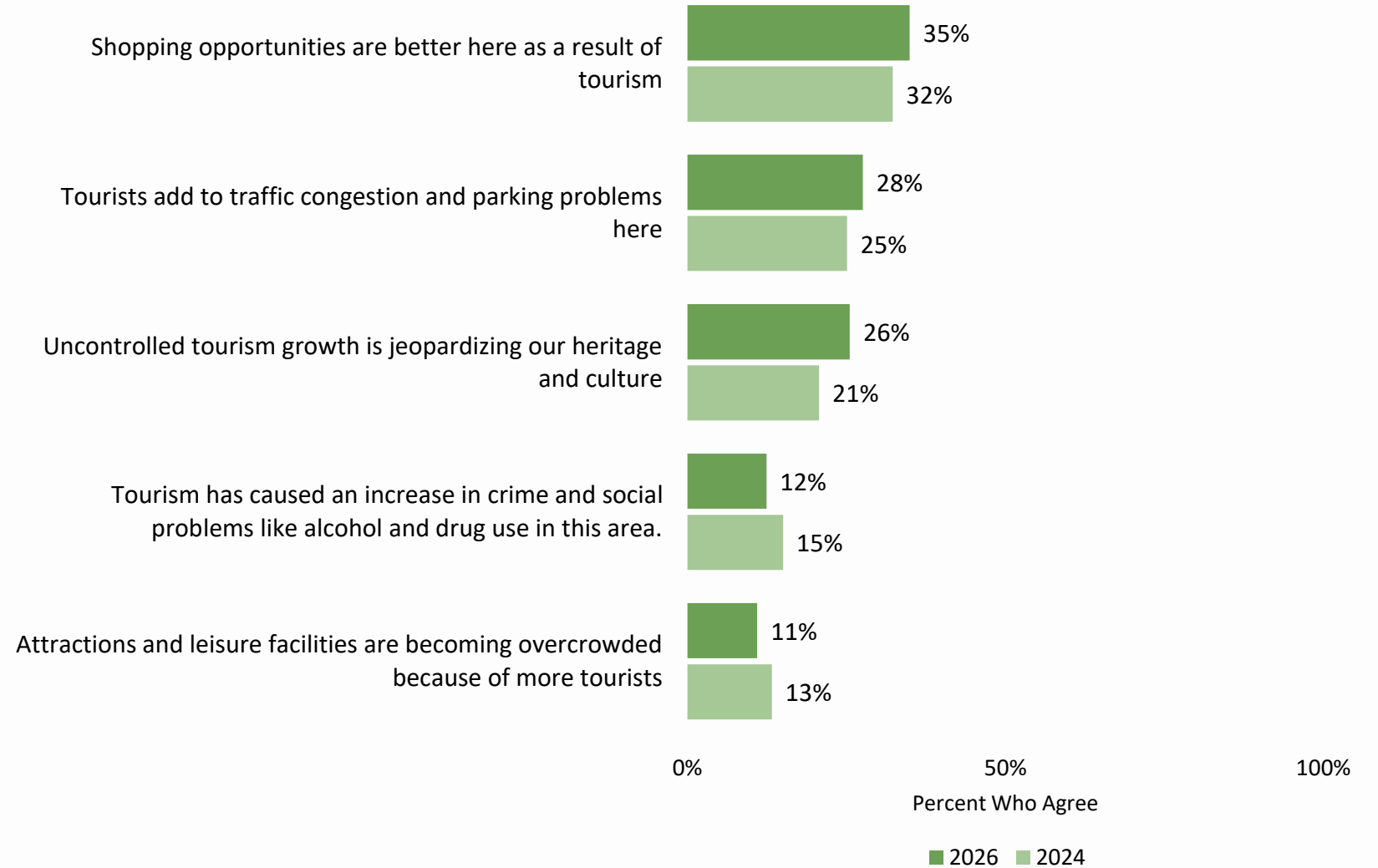
2024 vs. 2026

There was minimal shifting regarding sentiment towards tourism and the impacts on quality of life. There was a 5-point increase in those who agree that dining opportunities are better here as a result of tourism vs. 2024. Additionally, there is a 5-point increase in those who agree that uncontrolled tourism and growth is jeopardizing our heritage and culture vs. 2024.



Quality of Life (Cont'd)

2024 vs. 2026



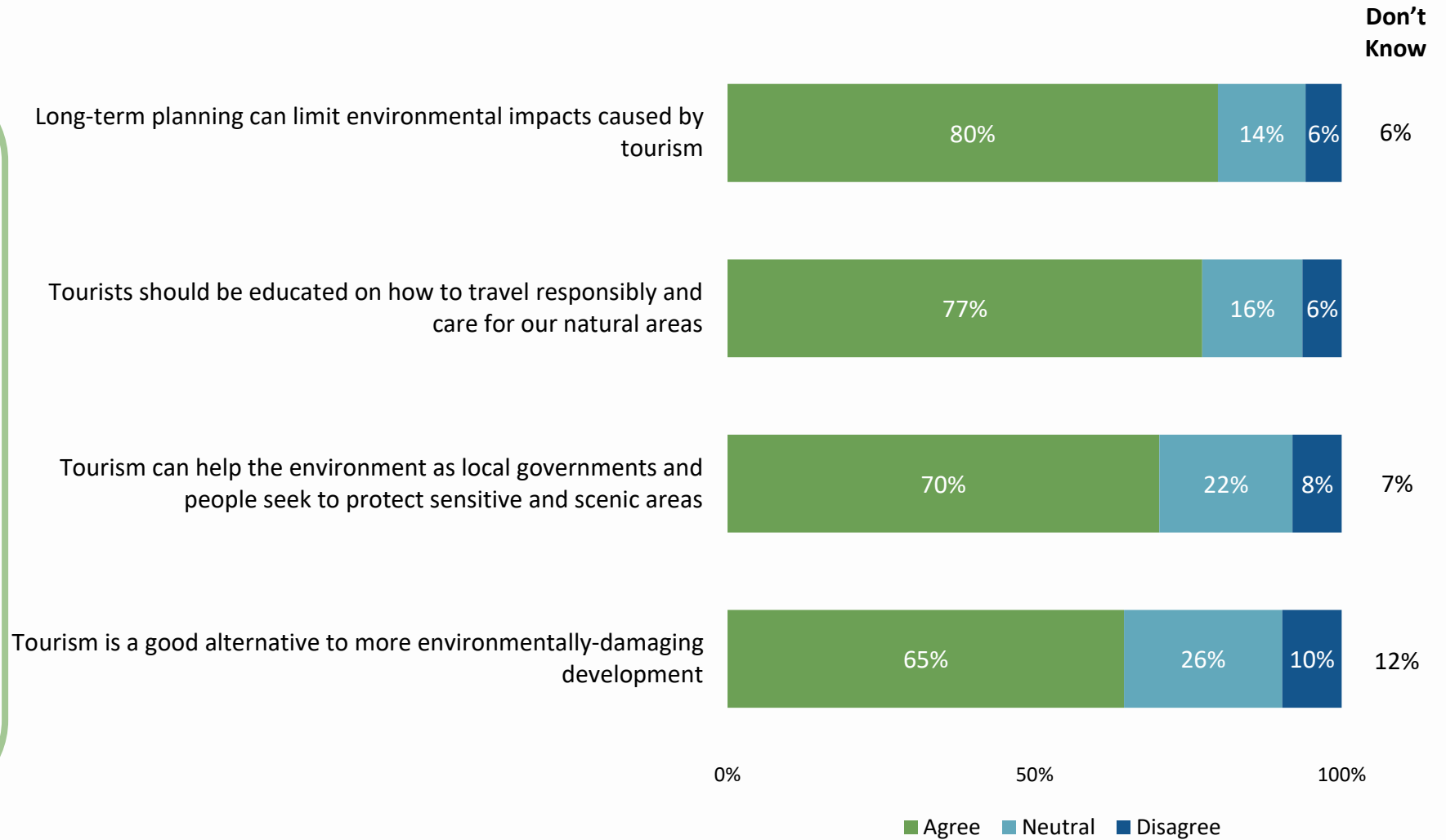


Longwoods
INTERNATIONAL

Environment

Environment

Environmental responsibility is a clear priority for residents. 77% want visitors educated on responsible travel, and 80% believe long-term planning can limit tourism’s environmental impacts. Majorities also see tourism as a good alternative to more damaging development (65%) and believe it can help protect sensitive and scenic areas (70%). 61% feel the industry values sustainability and only 14% say overbuilding is spoiling natural areas. These results suggest optimism about tourism’s environmental role.



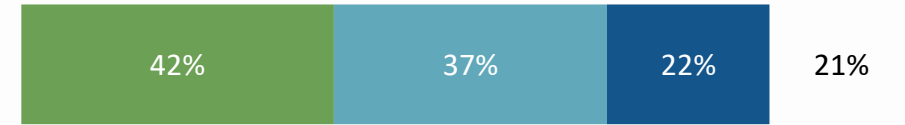
Environment (Cont'd)



The tourism industry values sustainability and our natural resources



Tourists are respectful of our natural areas



Overbuilding of tourism-related businesses is spoiling our natural areas



Overcrowding by tourists is spoiling our natural areas



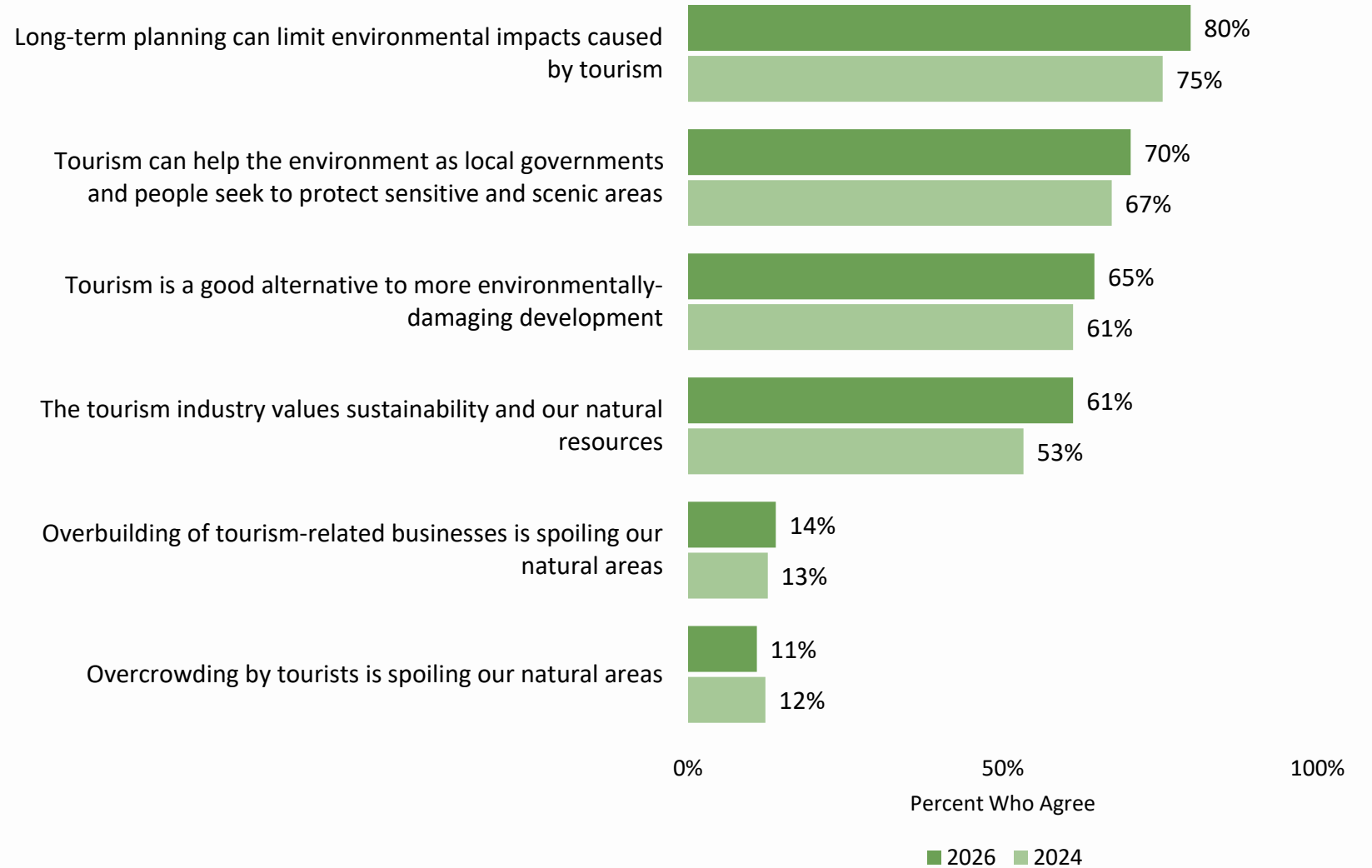
0% 50% 100%

Agree Neutral Disagree

Environment

2024 vs. 2026

Regarding the environment, there is also minimal shifting in sentiment vs. 2024. There is an 8-point increase for those who agree that the tourism industry values sustainability and our natural resources. Additionally, there is a 5-point increase in those who agree that long-term planning can limit environmental impacts caused by tourism.



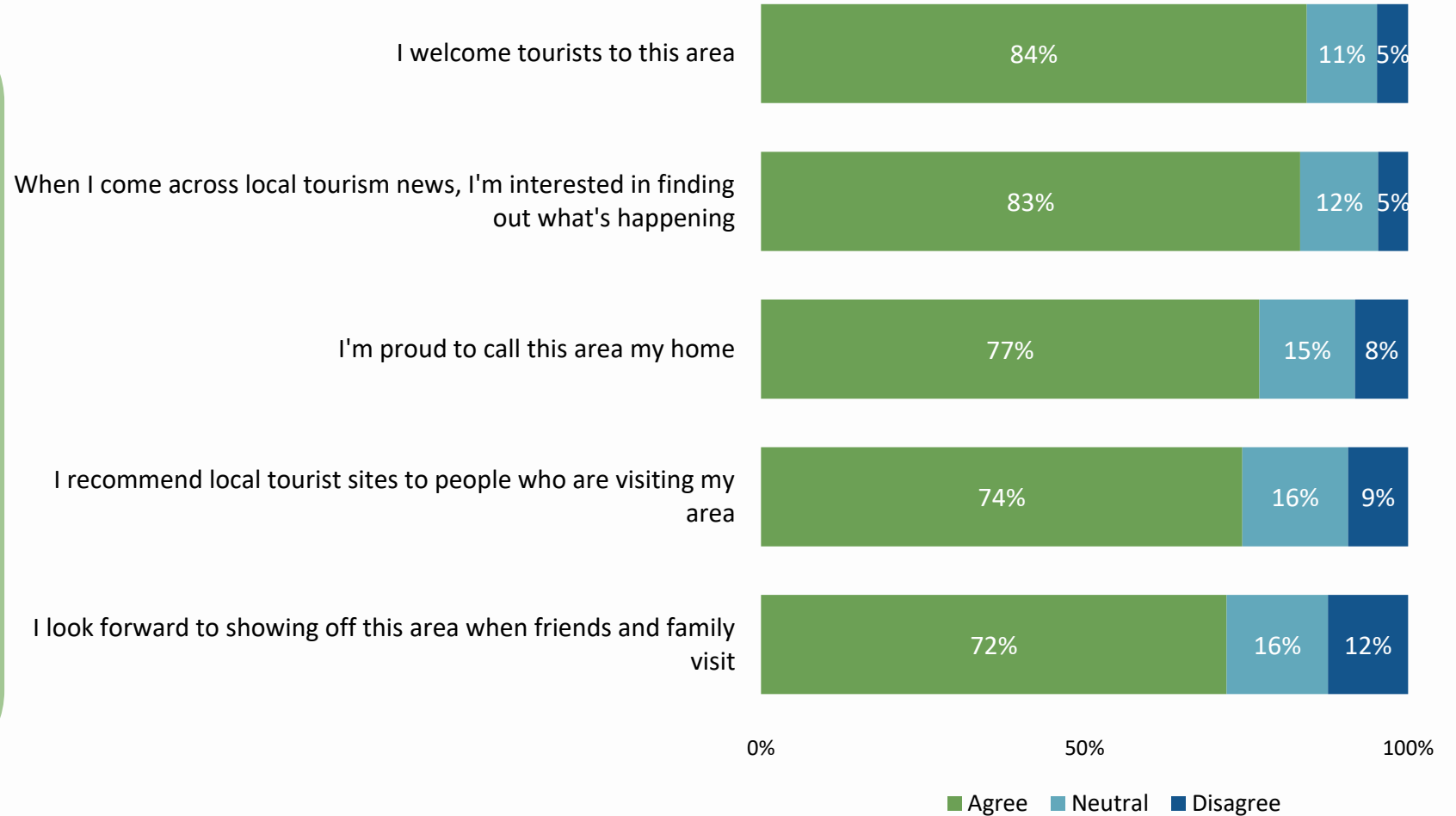


Longwoods
INTERNATIONAL

Involvement/Engagement with Tourism

Involvement/Engagement with Tourism

Resident pride and engagement are exceptionally strong. 84% welcome tourists to the area, 72% look forward to showing off the area to friends and family, while 74% recommend local tourist sites to visitors. 77% are proud to call the area home, 61% are proud of what the area offers tourists. 63% say visiting other places give them a greater appreciation for home. 61% feel they are tourism ambassadors and consider themselves informed or up-to-date on tourism news.



Involvement/Engagement with Tourism (Cont'd)



Visiting other places gives me a greater appreciation for my local area



I'm proud of what this area offers tourists



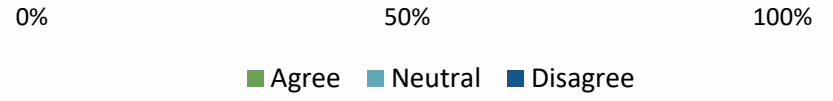
I consider myself informed/up-to-date on news about tourism in this area



I feel I am an ambassador for this area even among tourists I don't know



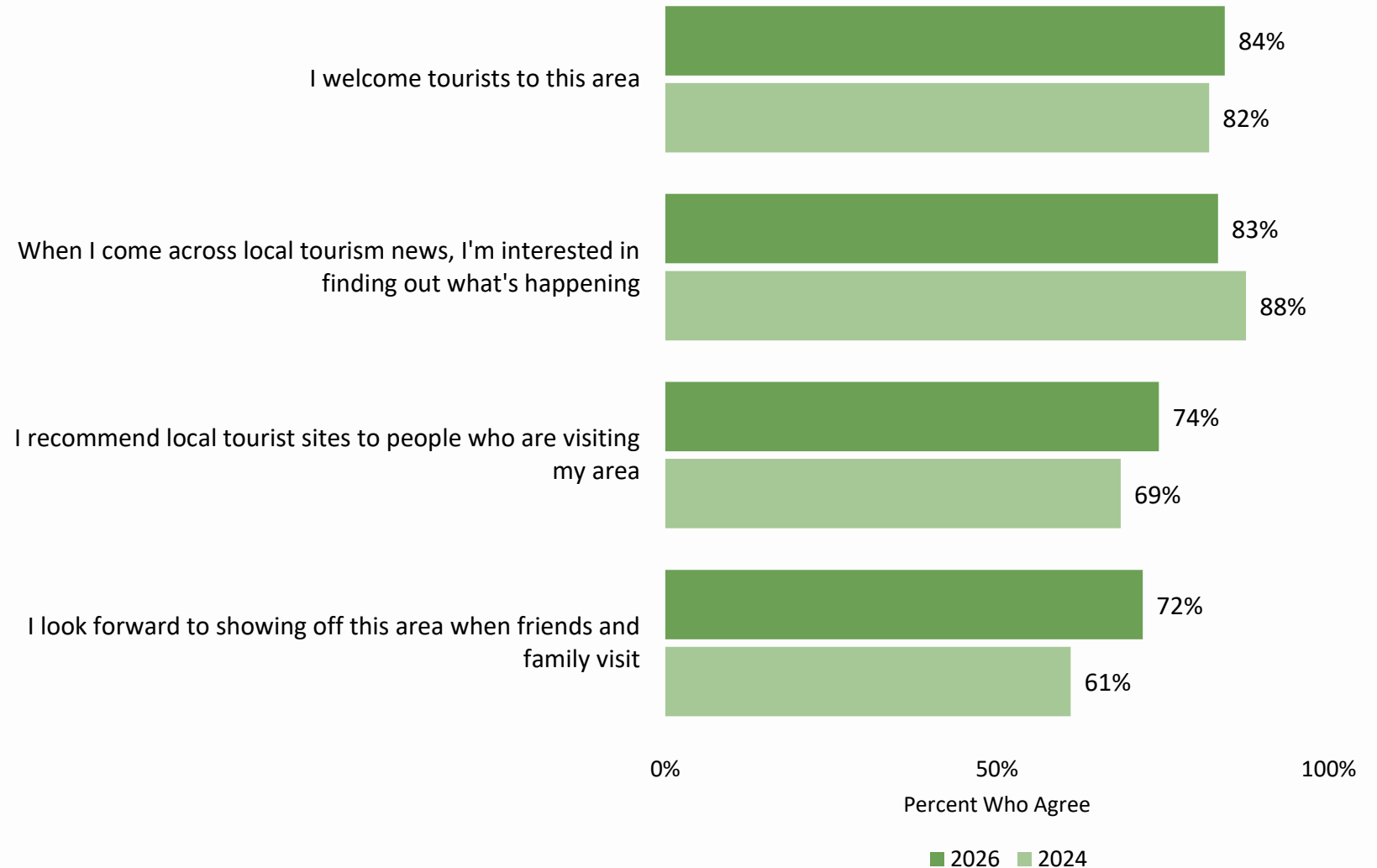
Don't Know



Involvement/Engagement with Tourism

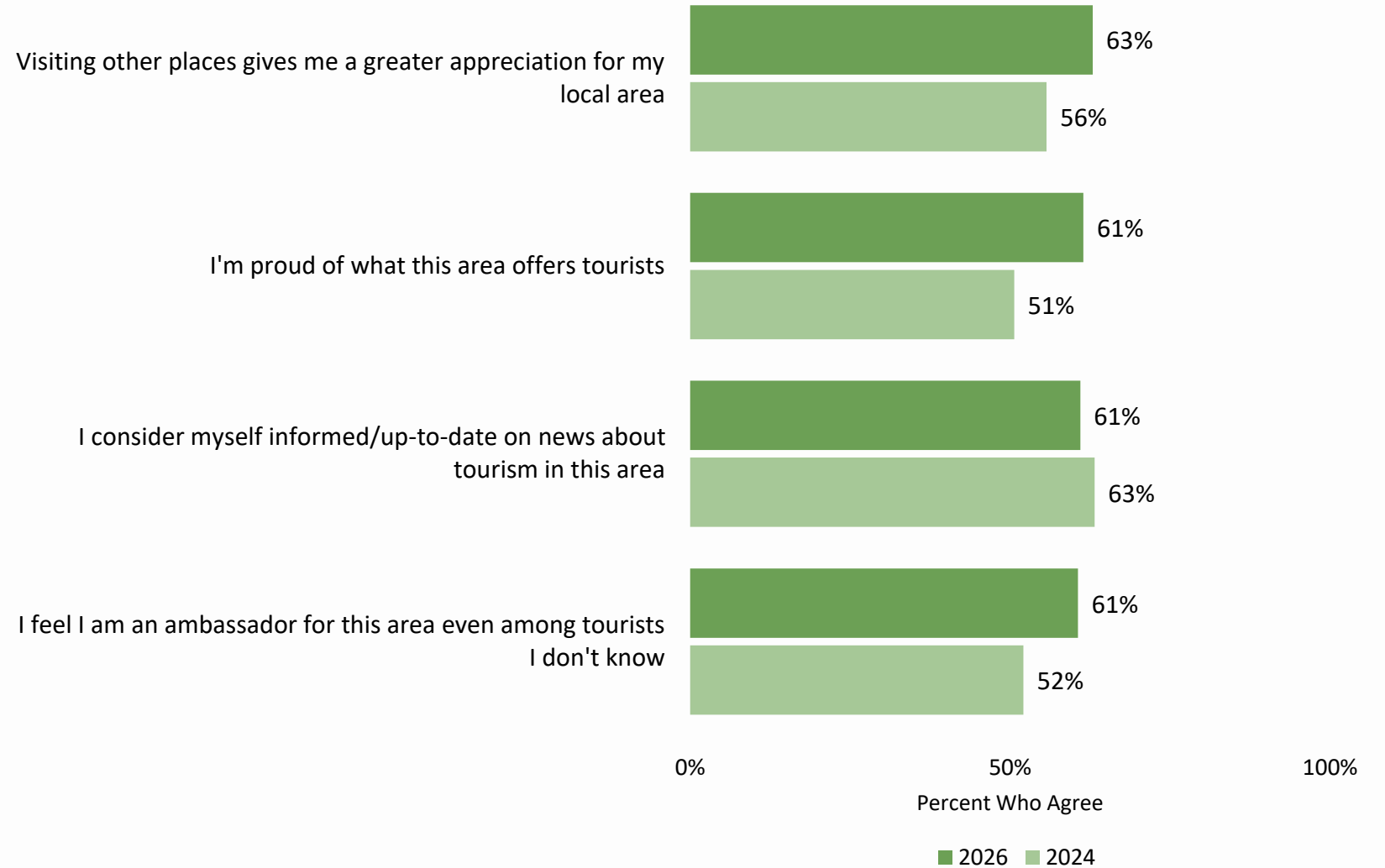
2024 vs. 2026

There are several significant changes in sentiment regarding the topic of involvement/engagement with tourism. There is an 11-point increase in those looking forward to showing off the area when friends and family visit (61% in 2024, 72% in 2026). There was a 7-point increase among those who say visiting other places gives them a greater appreciation for home (56% in 2024 and 63% in 2026), a 10-point increase in being proud of what the area offers tourists (51% in 2024 to 61% in 2026) and a 9-point increase in those that agree they feel they are tourism ambassadors for the area (52% in 2024 and 61% in 2026). Residents are experiencing greater pride in involvement and engagement with tourism.



Involvement/Engagement with Tourism (Cont'd)

2024 vs. 2026

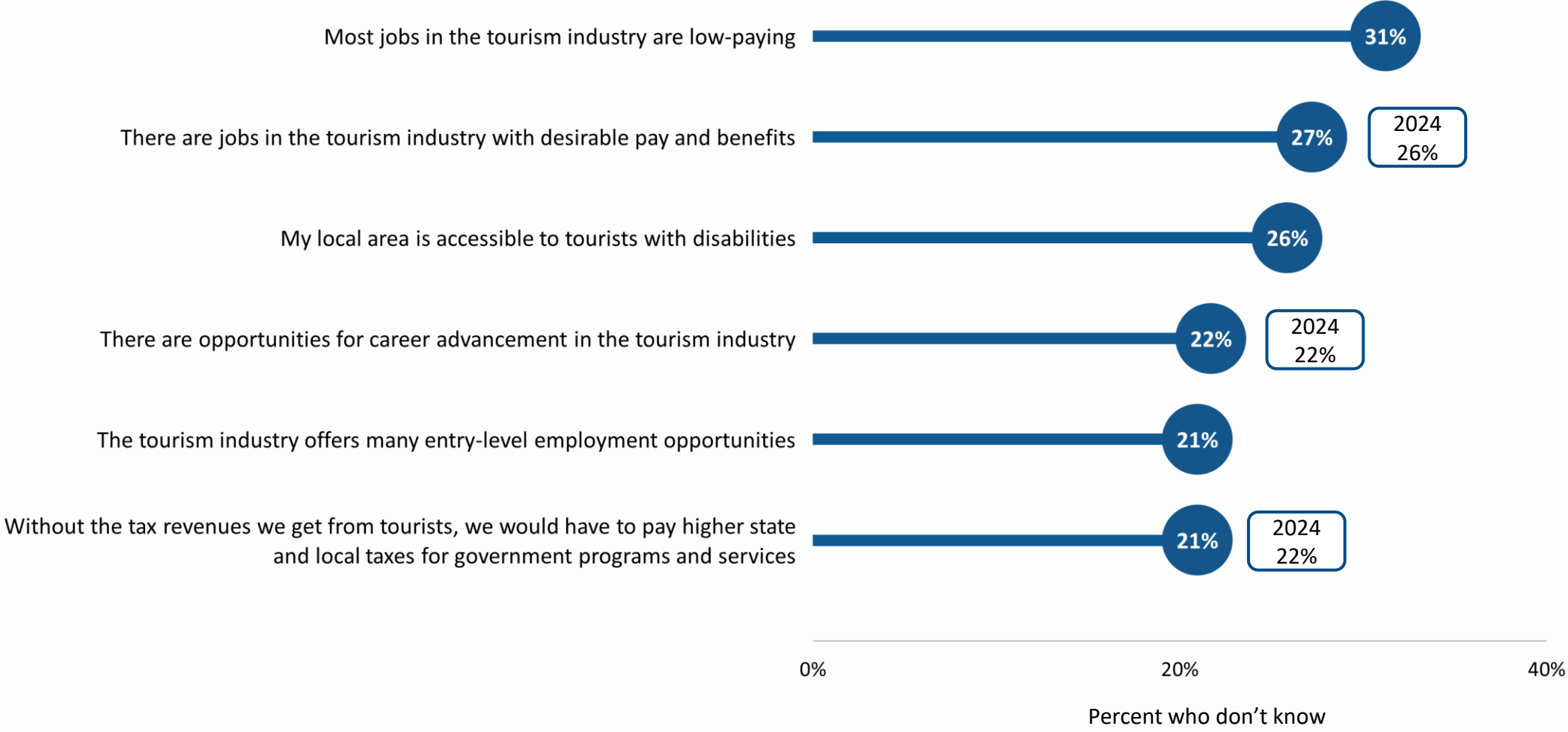




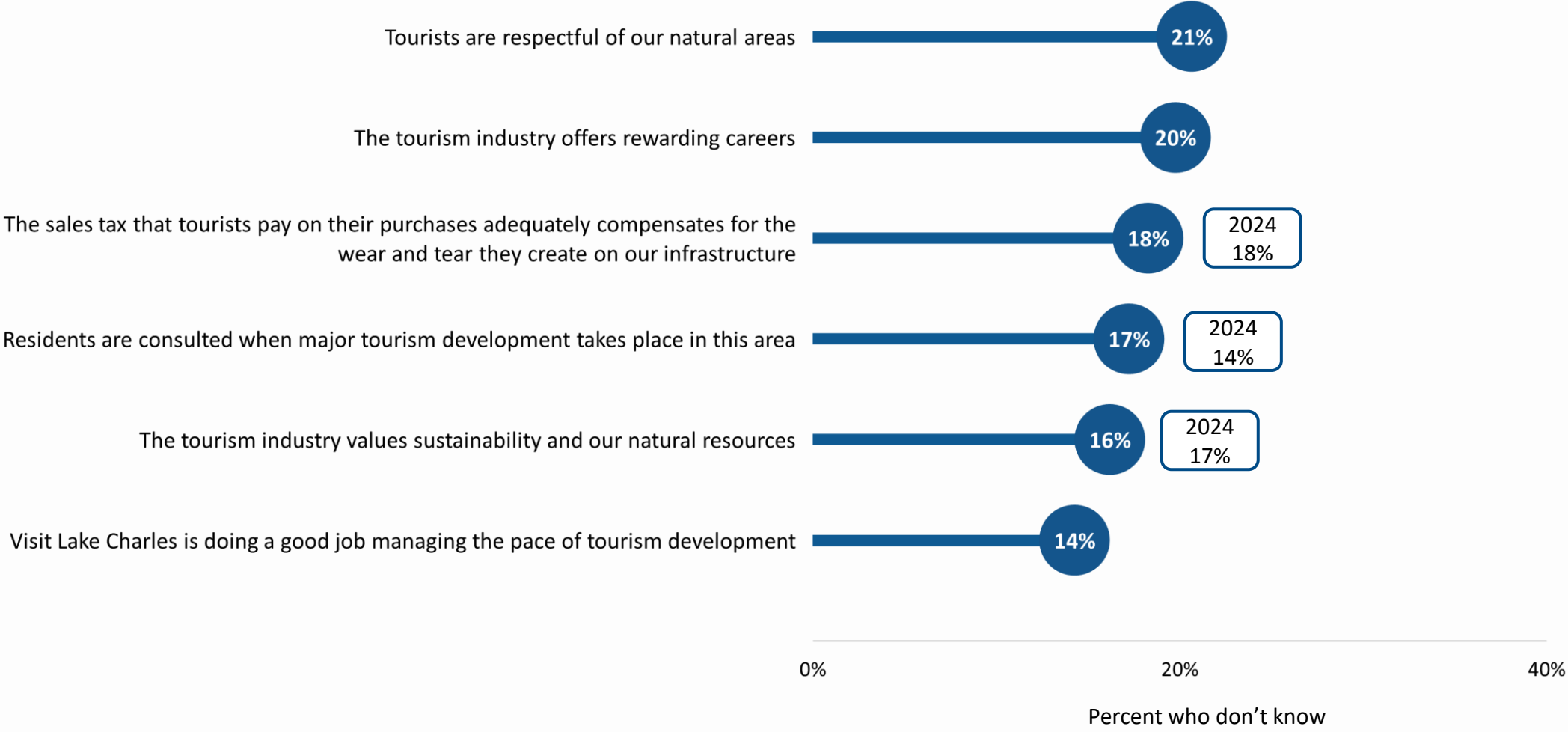
What Residents Don't Know



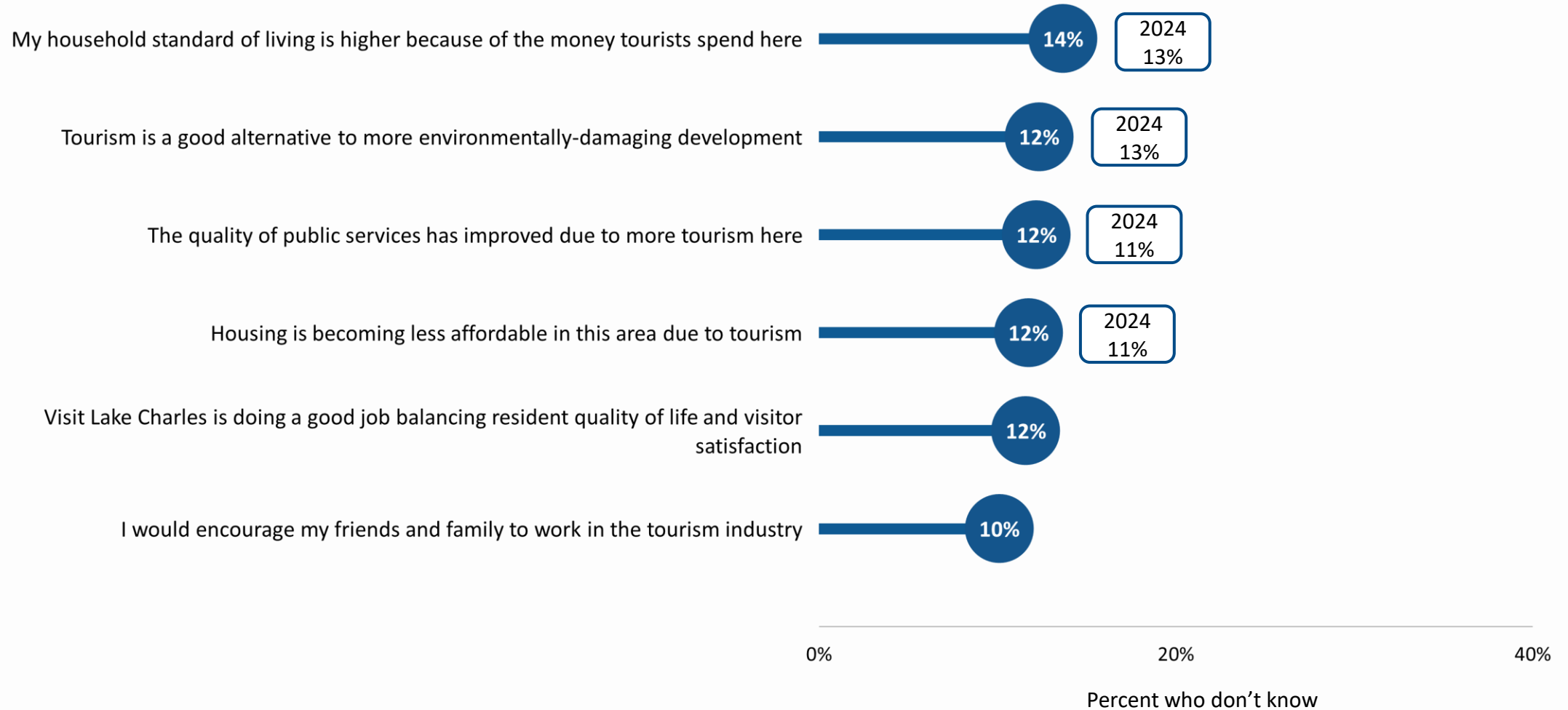
What Residents Don't Know



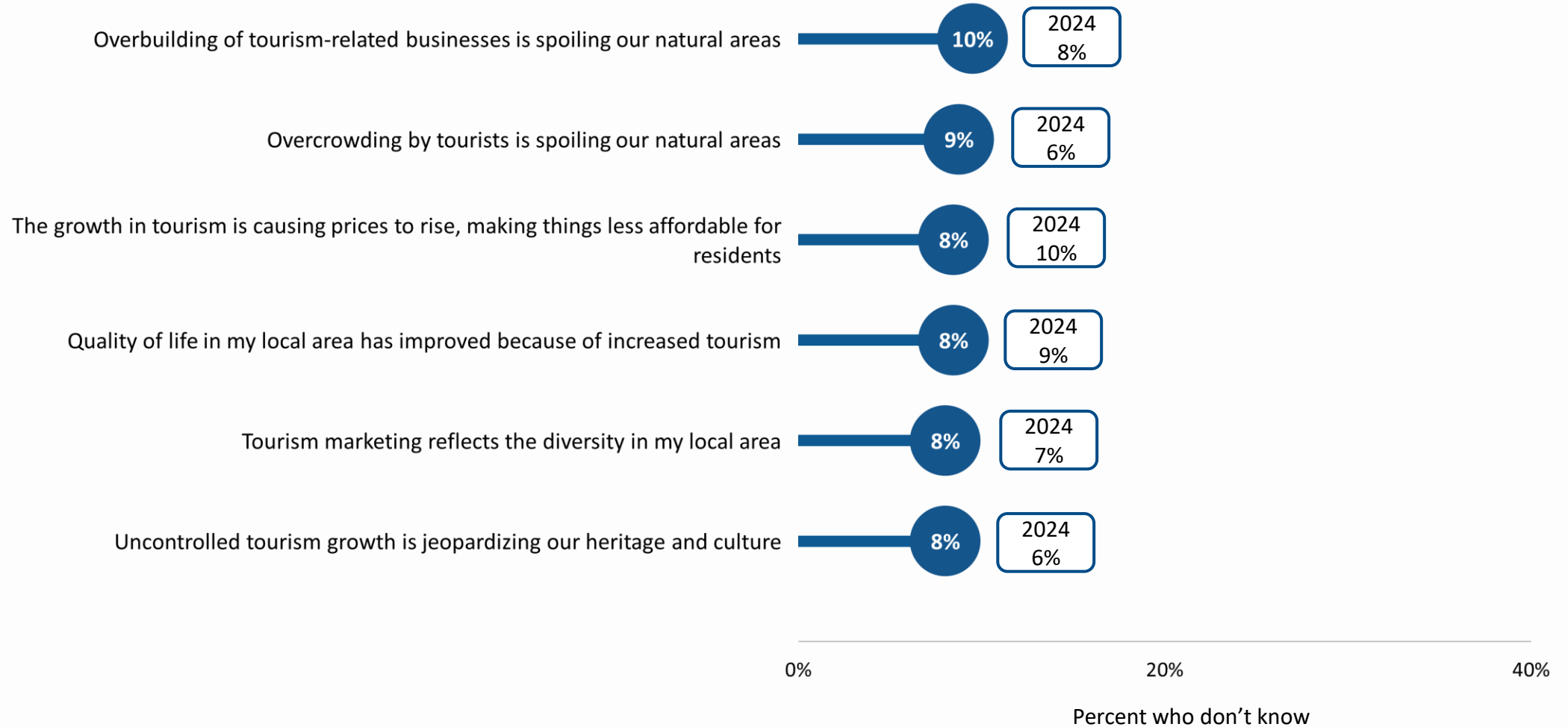
What Residents Don't Know (Cont'd)



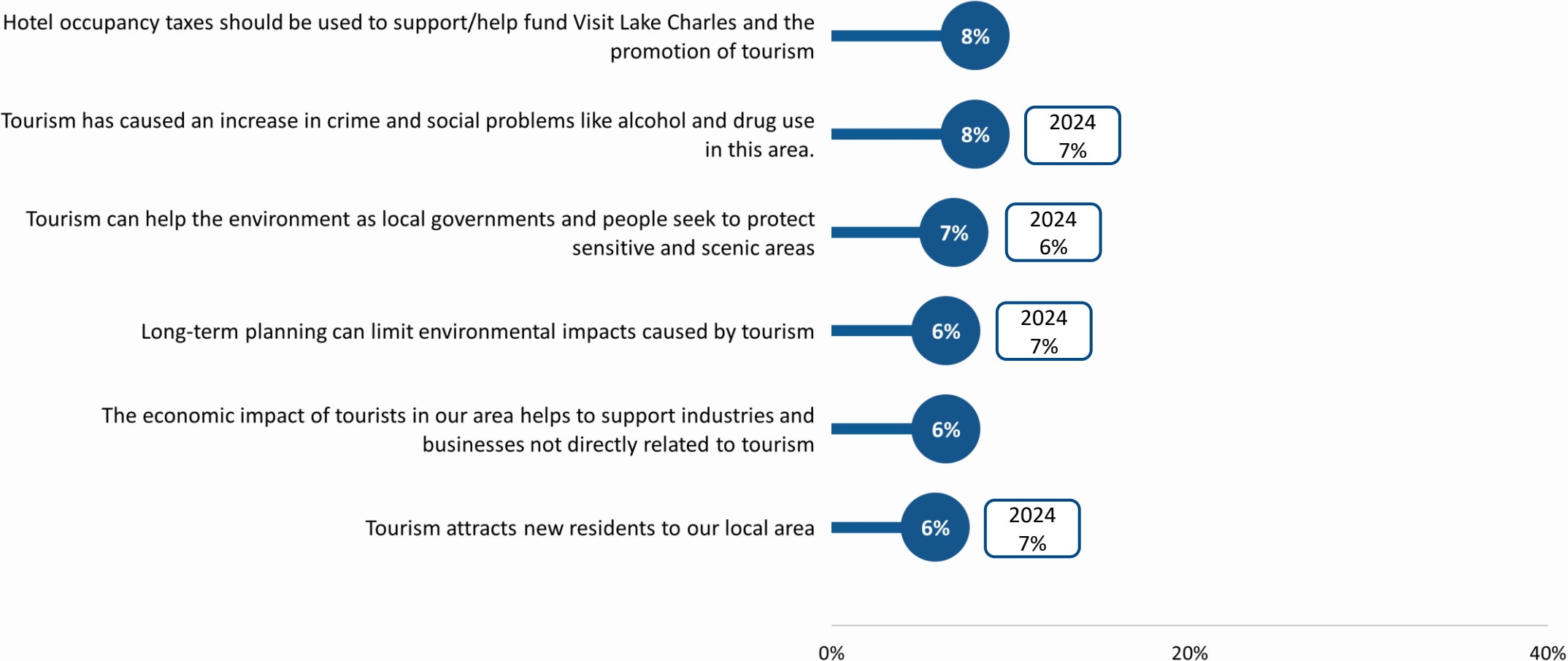
What Residents Don't Know (Cont'd)



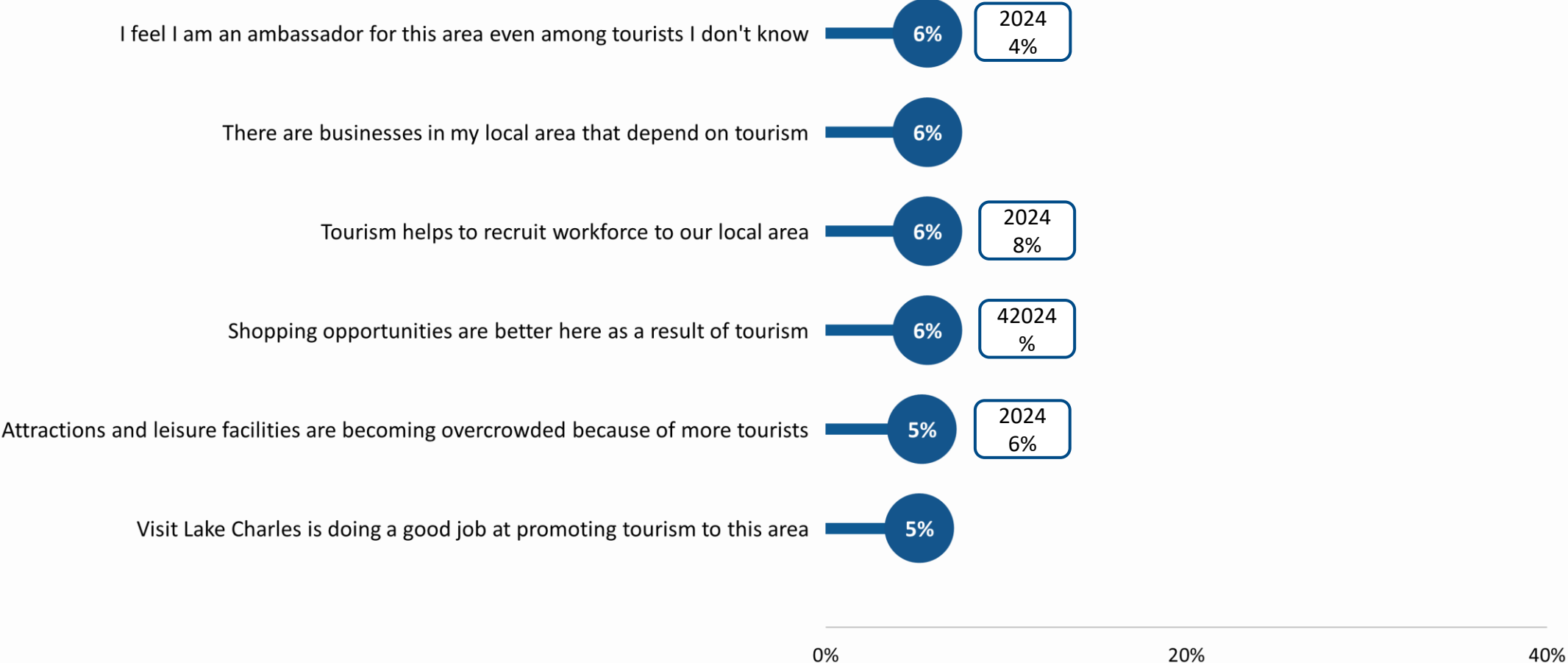
What Residents Don't Know (Cont'd)



What Residents Don't Know (Cont'd)



What Residents Don't Know (Cont'd)





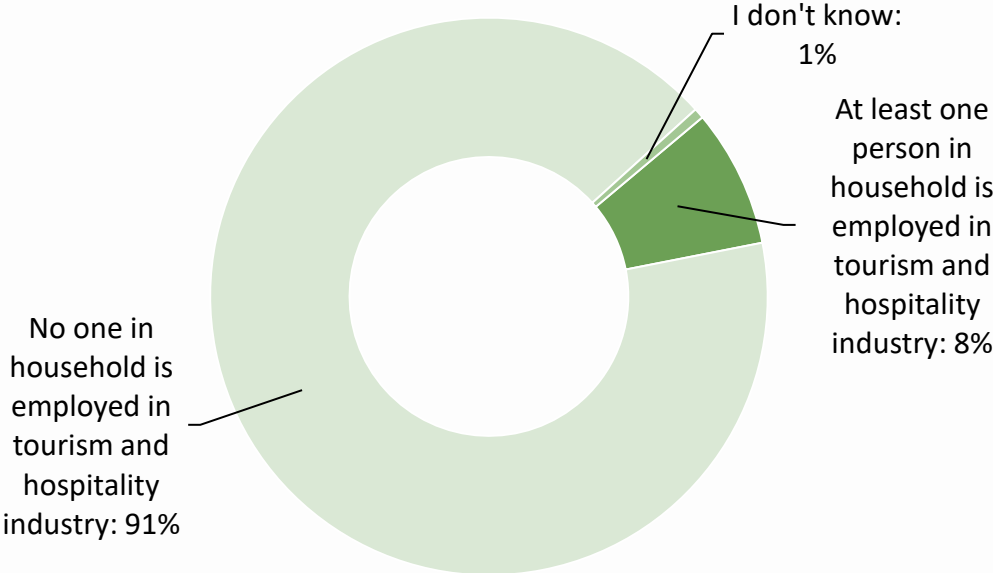
Respondent Demographics



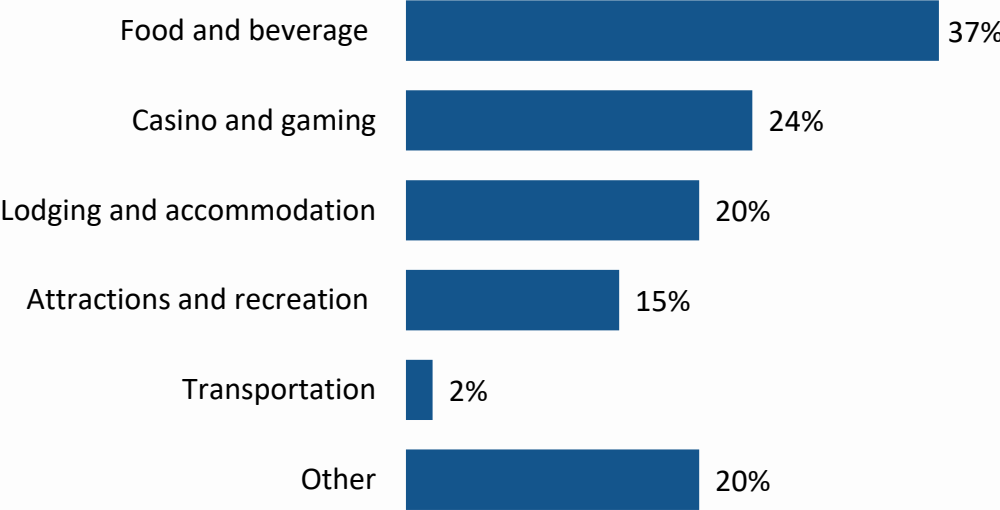
Tourism Employment

Respondent Demographics

Tourism Employment



Tourism and Hospitality Sectors

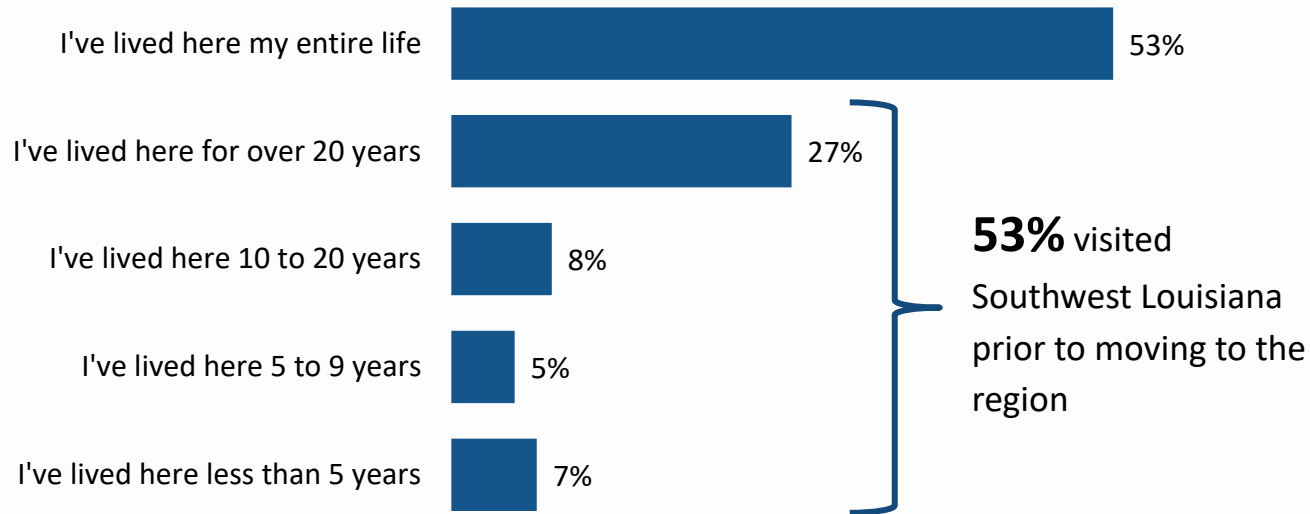


Base: Respondents with at least one person in household employed in tourism and hospitality industry (n=54, extremely low sample)

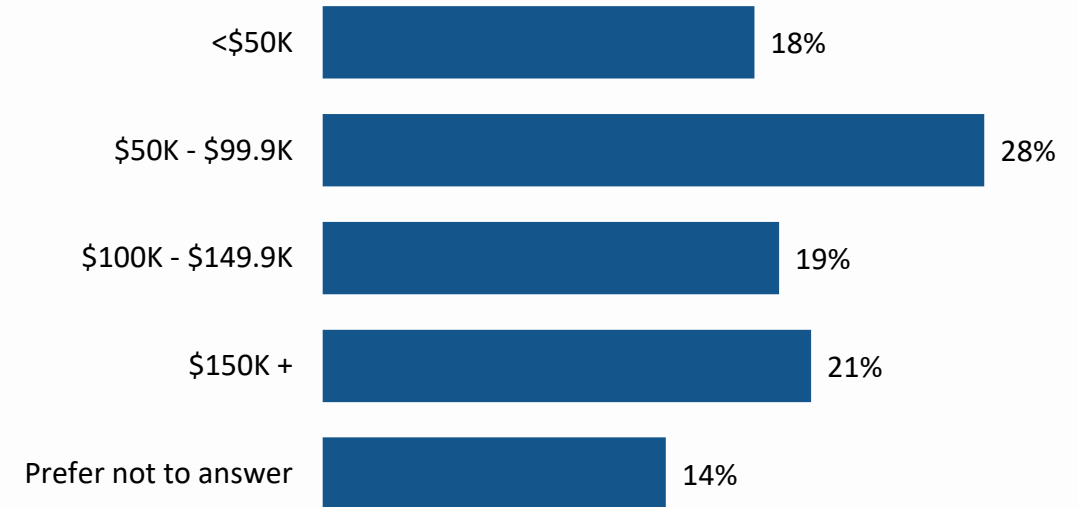
Length of Residence and Household Income

Respondent Demographics

Length of Residence



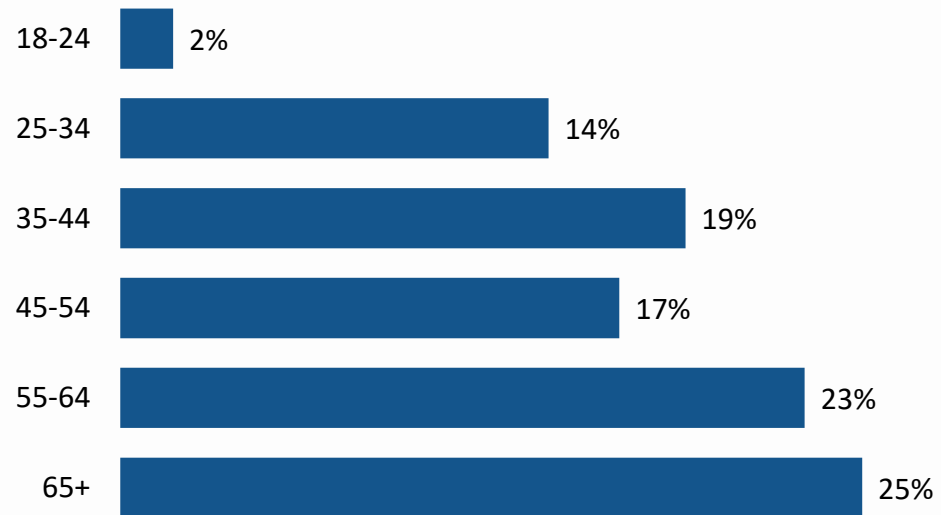
Household Income



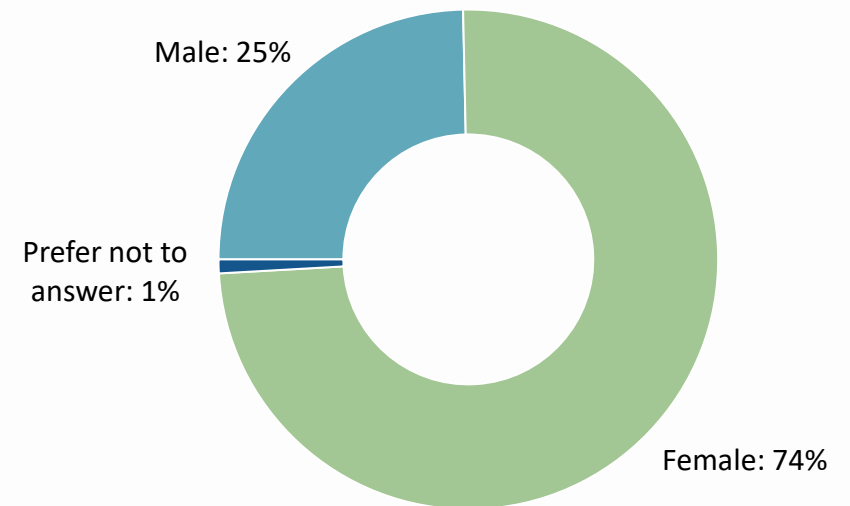
Age and Gender

Respondent Demographics

Age



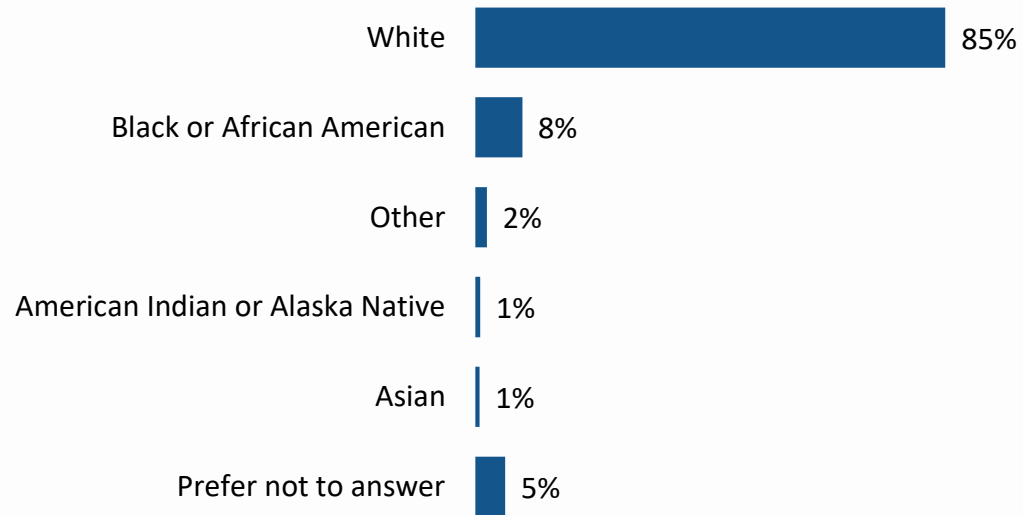
Gender



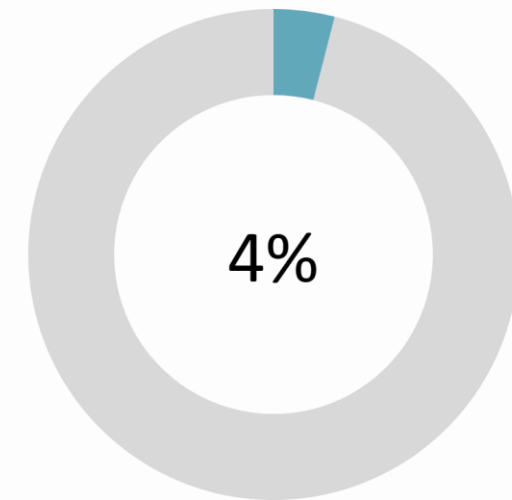
Race and Hispanic Background

Respondent Demographics

Race



Hispanic Background



Additional Demographics

Respondent Demographics

Educational Attainment

25% Post-graduate
46% College graduate
19% Some college
10% High school or less
<1% Prefer not to answer

Employment Status

63% Full-time, self employed
32% Not employed, retired, other
4% Part-time
2% Prefer not to answer

Marital Status

68% Married, living with partner
17% Separated, divorced, widowed
13% Single, never married
2% Prefer not to answer

Household Size

27% 1 member
37% 2 members
14% 3 members
13% 4 members
8% 5+ members



Longwoods
INTERNATIONAL

Appendix: 2024 vs. 2026



Overall Sentiment About Tourism

2024 vs. 2026

		Agree	Neutral	Disagree
Overall, I think tourism is good for my local area	2026	91%	6%	3%
	2024	90%	5%	5%
I care about the success of the tourism industry in my local area	2026	88%	8%	4%
	2024	86%	10%	5%
I want tourism to be important in my local area	2026	87%	9%	4%
	2024	84%	11%	5%
In general, the positive benefits of tourism outweigh the negative impacts	2026	86%	10%	4%
	2024	83%	10%	7%
My local area benefits from a strong tourism industry	2026	78%	14%	8%
	2024	74%	13%	13%

Tourism Development and Growth

2024 vs. 2026

		Agree	Neutral	Disagree
I believe tourism should be encouraged here	2026	91%	6%	4%
	2024	89%	6%	5%
I support tourism growth	2026	90%	8%	2%
	2024	89%	6%	4%
We should develop/host more major events to attract tourists to our area	2026	89%	8%	3%
	2024	90%	7%	4%
I would like to see more tourists coming to our local area	2026	86%	10%	4%
	2024	85%	9%	5%

Tourism Development and Growth (Cont'd)

2024 vs. 2026

		Agree	Neutral	Disagree
I support building new tourism facilities that will attract visitors to this area	2026	80%	13%	7%
	2024	82%	12%	6%
We need planned and controlled tourism development	2026	79%	15%	7%
	2024	82%	12%	6%
Residents are consulted when major tourism development takes place in this area	2026	35%	28%	37%
	2024	29%	25%	46%
Tourism development is happening too fast in this area	2026	8%	18%	74%
	2024	7%	17%	76%

Tourism Promotion

2024 vs. 2026

		Agree	Neutral	Disagree
I like the way local tourism advertising represents my home	2026	74%	18%	8%
	2024	68%	21%	11%
Tourism marketing reflects the diversity in my local area	2026	71%	20%	9%
	2024	62%	22%	16%
I support using public funds to partially fund tourism marketing efforts	2026	54%	27%	20%
	2024	54%	24%	22%

Economy

2024 vs. 2026

		Agree	Neutral	Disagree
Tourism encourages investment in our local economy	2026	80%	14%	5%
	2024	79%	14%	6%
Tourism is important to my local economy	2026	79%	15%	6%
	2024	82%	11%	7%
Tourism attracts new businesses to our local area	2026	71%	19%	10%
	2024	72%	18%	10%
Tourism attracts new residents to our local area	2026	62%	24%	14%
	2024	61%	24%	16%
Tourism helps to recruit workforce to our local area	2026	61%	26%	13%
	2024	63%	22%	15%

Economy (Cont'd)

2024 vs. 2026

		Agree	Neutral	Disagree
Without the tax revenues we get from tourists, we would have to pay higher state and local taxes for government programs and services	2026	51%	27%	22%
	2024	48%	25%	28%
The sales tax that tourists pay on their purchases adequately compensates for the wear and tear they create on our infrastructure	2026	45%	27%	27%
	2024	41%	28%	31%
My household standard of living is higher because of the money tourists spend here	2026	20%	28%	51%
	2024	19%	25%	55%
Housing is becoming less affordable in this area due to tourism	2026	17%	22%	61%
	2024	20%	23%	57%
The growth in tourism is causing prices to rise, making things less affordable for residents	2026	16%	25%	58%
	2024	21%	24%	56%

Tourism Employment

2024 vs. 2026

		Agree	Neutral	Disagree
There are opportunities for career advancement in the tourism industry	2026	58%	28%	14%
	2024	57%	28%	15%
There are jobs in the tourism industry with desirable pay and benefits	2026	56%	29%	15%
	2024	53%	29%	18%

Quality of Life

2024 vs. 2026

		Agree	Neutral	Disagree
Tourism supports the preservation of local culture and protects the community's authenticity	2026	81%	12%	7%
	2024	79%	11%	10%
Dining opportunities are better here as a result of tourism	2026	61%	23%	16%
	2024	56%	23%	21%
I have more recreational opportunities (places to go and things to do) because of tourism in this area	2026	54%	26%	20%
	2024	51%	22%	27%
Quality of life in my local area has improved because of increased tourism	2026	50%	30%	20%
	2024	47%	27%	26%
The quality of public services has improved due to more tourism here	2026	40%	31%	28%
	2024	39%	29%	32%

Quality of Life (Cont'd)

2024 vs. 2026

		Agree	Neutral	Disagree
Shopping opportunities are better here as a result of tourism	2026	35%	29%	36%
	2024	32%	25%	43%
Tourists add to traffic congestion and parking problems here	2026	28%	25%	47%
	2024	25%	26%	49%
Uncontrolled tourism growth is jeopardizing our heritage and culture	2026	26%	19%	55%
	2024	21%	16%	63%
Tourism has caused an increase in crime and social problems like alcohol and drug use in this area	2026	12%	15%	72%
	2024	15%	16%	69%
Attractions and leisure facilities are becoming overcrowded because of more tourists	2026	11%	19%	70%
	2024	13%	18%	68%

Environment

2024 vs. 2026

		Agree	Neutral	Disagree
Long-term planning can limit environmental impacts caused by tourism	2026	80%	14%	6%
	2024	75%	18%	7%
Tourism can help the environment as local governments and people seek to protect sensitive and scenic areas	2026	70%	22%	8%
	2024	67%	22%	11%
Tourism is a good alternative to more environmentally-damaging development	2026	65%	26%	10%
	2024	61%	25%	14%
The tourism industry values sustainability and our natural resources	2026	61%	25%	13%
	2024	53%	28%	19%
Overbuilding of tourism-related businesses is spoiling our natural areas	2026	14%	25%	61%
	2024	13%	20%	67%
Overcrowding by tourists is spoiling our natural areas	2026	11%	19%	70%
	2024	12%	16%	72%

Involvement/Engagement with Tourism

2024 vs. 2026

		Agree	Neutral	Disagree
I welcome tourists to this area	2026	84%	11%	5%
	2024	82%	13%	5%
When I come across local tourism news, I'm interested in finding out what's happening	2026	83%	12%	5%
	2024	88%	8%	4%
I recommend local tourist sites to people who are visiting my area	2026	74%	16%	9%
	2024	69%	17%	15%
I look forward to showing off this area when friends and family visit	2026	72%	16%	12%
	2024	61%	19%	20%

Involvement/Engagement with Tourism (Cont'd)

2024 vs. 2026

		Agree	Neutral	Disagree
Visiting other places gives me a greater appreciation for my local area	2026	63%	21%	16%
	2024	56%	21%	24%
I'm proud of what this area offers tourists	2026	61%	22%	17%
	2024	51%	25%	25%
I consider myself informed/up-to-date on news about tourism in this area	2026	61%	28%	11%
	2024	63%	23%	14%
I feel I am an ambassador for this area even among tourists I don't know	2026	61%	21%	18%
	2024	52%	23%	25%



Longwoods
INTERNATIONAL

Appendix: Region and US Benchmarks



Overall Sentiment About Tourism

Benchmarks

		Agree	Neutral	Disagree
Overall, I think tourism is good for my local area	Southwest Louisiana	91%	6%	3%
	South	66%	21%	13%
	US Norm	65%	22%	13%
I care about the success of the tourism industry in my local area	Southwest Louisiana	88%	8%	4%
	South	61%	24%	15%
	US Norm	61%	24%	15%
I want tourism to be important in my local area	Southwest Louisiana	87%	9%	4%
	South	60%	25%	15%
	US Norm	59%	25%	16%
In general, the positive benefits of tourism outweigh the negative impacts	Southwest Louisiana	86%	10%	4%
	South	65%	24%	11%
	US Norm	65%	25%	11%
My local area benefits from a strong tourism industry	Southwest Louisiana	78%	14%	8%
	South	60%	23%	18%
	US Norm	57%	24%	19%
My local area is accessible to tourists with disabilities	Southwest Louisiana	58%	25%	17%
	South	57%	26%	16%
	US Norm	57%	28%	16%

Tourism Development and Growth

Benchmarks

		Agree	Neutral	Disagree
I believe tourism should be encouraged here	Southwest Louisiana	91%	6%	4%
	South	67%	22%	12%
	US Norm	67%	22%	11%
I support tourism growth	Southwest Louisiana	90%	8%	2%
	South	67%	22%	11%
	US Norm	68%	22%	10%
We should develop/host more major events to attract tourists to our area	Southwest Louisiana	89%	8%	3%
	South	56%	24%	20%
	US Norm	54%	27%	19%
I support building new tourism facilities that will attract visitors to this area	Southwest Louisiana	80%	13%	7%
	South	53%	26%	20%
	US Norm	51%	29%	20%

Tourism Development and Growth (Cont'd)

Benchmarks

		Agree	Neutral	Disagree
We need planned and controlled tourism development	Southwest Louisiana	79%	15%	7%
	South	64%	25%	12%
	US Norm	58%	29%	12%
Residents are consulted when major tourism development takes place in this area	Southwest Louisiana	35%	28%	37%
	South	34%	26%	39%
	US Norm	32%	26%	41%
Tourism development is happening too fast in this area	Southwest Louisiana	8%	18%	74%
	South	34%	25%	41%
	US Norm	29%	25%	46%

Tourism Promotion

Benchmarks

		Agree	Neutral	Disagree
I like the way local tourism advertising represents my home	Southwest Louisiana	74%	18%	8%
	South	55%	28%	17%
	US Norm	53%	31%	17%
Tourism marketing reflects the diversity in my local area	Southwest Louisiana	71%	20%	9%
	South	57%	24%	18%
	US Norm	54%	27%	19%
I support using public funds to partially fund tourism marketing efforts	Southwest Louisiana	54%	27%	20%
	South	46%	26%	28%
	US Norm	42%	29%	29%

Economy

Benchmarks

		Agree	Neutral	Disagree
Tourism encourages investment in our local economy	Southwest Louisiana	80%	14%	5%
	South	59%	28%	13%
	US Norm	58%	28%	13%
Tourism is important to my local economy	Southwest Louisiana	79%	15%	6%
	South	61%	24%	15%
	US Norm	58%	25%	17%
There are businesses in my local area that depend on tourism	Southwest Louisiana	78%	17%	5%
	South	63%	22%	15%
	US Norm	58%	25%	17%
Tourism attracts new businesses to our local area	Southwest Louisiana	71%	19%	10%
	South	59%	27%	14%
	US Norm	55%	28%	17%
The economic impact of tourists in our area helps to support industries and businesses not directly related to tourism	Southwest Louisiana	66%	22%	12%
	South	56%	30%	14%
	US Norm	54%	31%	15%
Tourism attracts new residents to our local area	Southwest Louisiana	62%	24%	14%
	South	57%	27%	15%
	US Norm	53%	30%	17%

Economy (Cont'd)

Benchmarks

		Agree	Neutral	Disagree
Tourism helps to recruit workforce to our local area	Southwest Louisiana	61%	26%	13%
	South	54%	30%	16%
	US Norm	50%	32%	18%
Without the tax revenues we get from tourists, we would have to pay higher state and local taxes for government programs and services	Southwest Louisiana	51%	27%	22%
	South	53%	28%	19%
	US Norm	49%	31%	19%
The sales tax that tourists pay on their purchases adequately compensates for the wear and tear they create on our infrastructure	Southwest Louisiana	45%	27%	27%
	South	46%	32%	23%
	US Norm	42%	33%	25%
My household standard of living is higher because of the money tourists spend here	Southwest Louisiana	20%	28%	51%
	South	34%	30%	36%
	US Norm	32%	29%	40%
Housing is becoming less affordable in this area due to tourism	Southwest Louisiana	17%	22%	61%
	South	44%	23%	33%
	US Norm	39%	24%	37%
The growth in tourism is causing prices to rise, making things less affordable for residents	Southwest Louisiana	16%	25%	58%
	South	41%	29%	30%
	US Norm	38%	29%	34%

Tourism Employment

Benchmarks

		Agree	Neutral	Disagree
The tourism industry offers many entry-level employment opportunities	Southwest Louisiana	66%	24%	9%
	South	61%	25%	13%
	US Norm	60%	27%	13%
The tourism industry offers rewarding careers	Southwest Louisiana	62%	24%	14%
	South	54%	27%	19%
	US Norm	50%	31%	19%
There are opportunities for career advancement in the tourism industry	Southwest Louisiana	58%	28%	14%
	South	53%	30%	16%
	US Norm	51%	32%	17%
There are jobs in the tourism industry with desirable pay and benefits	Southwest Louisiana	56%	29%	15%
	South	55%	27%	18%
	US Norm	50%	32%	18%
I would encourage my friends and family to work in the tourism industry	Southwest Louisiana	47%	33%	20%
	South	44%	29%	27%
	US Norm	40%	32%	28%

Quality of Life

Benchmarks

		Agree	Neutral	Disagree
Tourism supports the preservation of local culture and protects the community's authenticity	Southwest Louisiana	81%	12%	7%
	South	58%	28%	14%
	US Norm	58%	28%	14%
Dining opportunities are better here as a result of tourism	Southwest Louisiana	61%	23%	16%
	South	55%	26%	19%
	US Norm	52%	27%	21%
I have more recreational opportunities (places to go and things to do) because of tourism in this area	Southwest Louisiana	54%	26%	20%
	South	50%	29%	22%
	US Norm	47%	30%	23%
Quality of life in my local area has improved because of increased tourism	Southwest Louisiana	50%	30%	20%
	South	43%	30%	27%
	US Norm	40%	33%	28%
The quality of public services has improved due to more tourism here	Southwest Louisiana	40%	31%	28%
	South	42%	30%	27%
	US Norm	41%	32%	28%

Quality of Life (Cont'd)

Benchmarks

		Agree	Neutral	Disagree
Shopping opportunities are better here as a result of tourism	Southwest Louisiana	35%	29%	36%
	South	50%	27%	22%
	US Norm	46%	30%	24%
Tourists add to traffic congestion and parking problems here	Southwest Louisiana	28%	25%	47%
	South	52%	27%	22%
	US Norm	47%	28%	25%
Uncontrolled tourism growth is jeopardizing our heritage and culture	Southwest Louisiana	26%	19%	55%
	South	32%	26%	42%
	US Norm	30%	26%	44%
Attractions and leisure facilities are becoming overcrowded because of more tourists	Southwest Louisiana	11%	19%	70%
	South	42%	28%	30%
	US Norm	39%	29%	32%
My local area has too many tourists, making it difficult for residents to enjoy local restaurants and businesses	Southwest Louisiana	4%	12%	83%
	South	29%	23%	48%
	US Norm	25%	22%	52%

Environment

Benchmarks

		Agree	Neutral	Disagree
Long-term planning can limit environmental impacts caused by tourism	Southwest Louisiana	80%	14%	6%
	South	66%	24%	10%
	US Norm	62%	27%	10%
Tourists should be educated on how to travel responsibly and care for our natural areas	Southwest Louisiana	77%	16%	6%
	South	68%	23%	8%
	US Norm	68%	24%	8%
Tourism can help the environment as local governments and people seek to protect sensitive and scenic areas	Southwest Louisiana	70%	22%	8%
	South	52%	32%	17%
	US Norm	51%	33%	16%
Tourism is a good alternative to more environmentally-damaging development	Southwest Louisiana	65%	26%	10%
	South	50%	34%	16%
	US Norm	48%	36%	16%

Environment (Cont'd)

Benchmarks

		Agree	Neutral	Disagree
The tourism industry values sustainability and our natural resources	Southwest Louisiana	61%	25%	13%
	South	44%	33%	23%
	US Norm	43%	33%	23%
Tourists are respectful of our natural areas	Southwest Louisiana	42%	37%	22%
	South	39%	34%	27%
	US Norm	38%	35%	27%
Overbuilding of tourism-related businesses is spoiling our natural areas	Southwest Louisiana	14%	25%	61%
	South	46%	28%	26%
	US Norm	40%	32%	28%
Overcrowding by tourists is spoiling our natural areas	Southwest Louisiana	11%	19%	70%
	South	42%	29%	29%
	US Norm	39%	29%	31%

Involvement/Engagement with Tourism

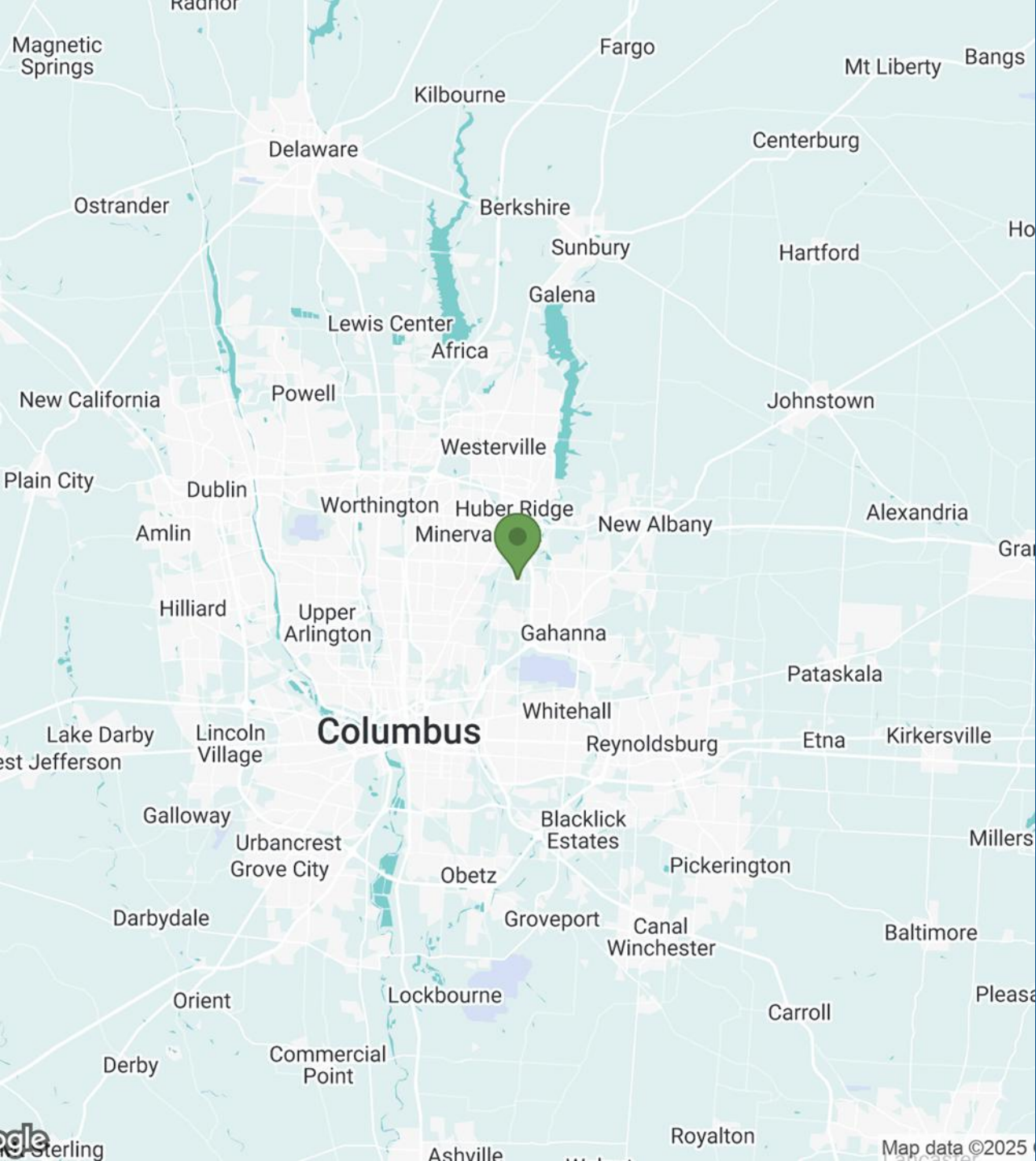
Benchmarks

		Agree	Neutral	Disagree
I welcome tourists to this area	Southwest Louisiana	84%	11%	5%
	South	59%	27%	14%
	US Norm	59%	27%	14%
When I come across local tourism news, I'm interested in finding out what's happening	Southwest Louisiana	83%	12%	5%
	South	56%	25%	18%
	US Norm	54%	28%	18%
I'm proud to call this area my home	Southwest Louisiana	77%	15%	8%
	South	68%	19%	12%
	US Norm	68%	21%	12%
I recommend local tourist sites to people who are visiting my area	Southwest Louisiana	74%	16%	9%
	South	59%	21%	20%
	US Norm	56%	24%	20%
I look forward to showing off this area when friends and family visit	Southwest Louisiana	72%	16%	12%
	South	61%	23%	16%
	US Norm	60%	24%	16%

Involvement/Engagement with Tourism (Cont'd)

Benchmarks

		Agree	Neutral	Disagree
Visiting other places gives me a greater appreciation for my local area	Southwest Louisiana	63%	21%	16%
	South	62%	24%	14%
	US Norm	62%	25%	13%
I'm proud of what this area offers tourists	Southwest Louisiana	61%	22%	17%
	South	61%	23%	16%
	US Norm	59%	25%	16%
I consider myself informed/up-to-date on news about tourism in this area	Southwest Louisiana	61%	28%	11%
	South	51%	28%	20%
	US Norm	47%	30%	23%
I feel I am an ambassador for this area even among tourists I don't know	Southwest Louisiana	61%	21%	18%
	South	44%	25%	31%
	US Norm	42%	25%	33%



Longwoods INTERNATIONAL

4030 Easton Station, Suite 300
Columbus, OH 43219



www.longwoods-intl.com